

Influence of Facebook Advertising on Intention-to-Purchase Amongst Millennials in Bangladesh



PhD Dissertation

By

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PhD Registration No.: 17/2018-2019

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Declaration

I do hereby honestly declare that the dissertation entitled ‘Influence of Facebook Advertising on Intention-to-Purchase Amongst Millennials in Bangladesh’ submitted to the University of Dhaka, Bangladesh, for the Degree of Doctor of Philosophy (PhD) at the Department of Marketing, Faculty of Business Studies is a completely novel and unique work conducted by me. I hereby declare that this dissertation is solely based on my effort and has never been submitted for any Degree, Diploma, or Fellowship in this university or elsewhere. I also declare that all information in this dissertation has been attained and submitted in conformity with the academic rules and ethical manner.

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Certificate

With the reference to the present dissertation ‘Influence of Facebook Advertising on Intention-to-Purchase Amongst Millennials in Bangladesh’ submitted by Mrs. Mollika Ghosh at the Department of Marketing, Faculty of Business Studies, University of Dhaka, Bangladesh for the Degree of Doctor of philosophy (PhD), I certify that she has carried out the research work under our direct supervision and guidance and that the manuscript of the dissertation has been examined and cautiously checked by us. The full dissertation comprises the candidate’s work and self-achievements. Moreover, the present astonishing work is done by her. We are also certifying that the present dissertation does not encompass any joint research work either with us or anyone else; and the final copy of this dissertation, which is being submitted to the Department of Marketing, Faculty of Business Studies, University of Dhaka, Bangladesh has been meticulously read and confirmed by us for its substantiality and language; and hence to my satisfaction.

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Dedication

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Abstract

The advent of the Facebook advertisement has brought a novel standpoint to local-fashion products, event management, and photography services brand pages by enabling consumers' purchase intentions. However, through Facebook brand pages, millennial consumers can fulfill their purchasing activities about products and services that are rarely established as physical stores. The emergence of Facebook advertisement permits marketers or page owners to monitor and comprehend the target consumers' behavior who are engaging with these pages, which is creating huge potential for the local-fashion products, event management, and photography services page owners. Thus, this research aims to examine the influence of Facebook advertising impacting purchase intentions amongst millennial consumers', after grasping the importance of these three sectors' Facebook brand pages in Bangladesh. To accomplish this, the research in this thesis firstly focused on Facebook advertisement to explore if Facebook advertising has any influence on millennial consumers' purchase intention or not and secondly, on the consumer's online engagement behavior impacted by the influential determinants. For revealing this issue, four antecedents have been addressed to propose a conceptual model based on six theories and models, namely, Theory of Reasoned Action (TRA), Consumer Engagement Theory, Para-social Interaction Theory, Source credibility Model, Advertising Value Model and Technology Acceptance Model (TAM). The antecedents are examined as the determinants of millennial consumers' intention to purchase on Facebook advertising. The proposed model is validated through co-variance-based structural equation modeling (CB-SEM) surveyed 386 Facebook users who are following Facebook brand pages of fashion products, event management, and photography services in Bangladesh. The results have revealed that the perceived usefulness of Facebook advertising, social media influencer marketing, and entertainment value of Facebook advertising is the key factors for indirectly impacting millennial consumers' purchase intention through consumer engagement, which is a mediating variable in this research. However, the results have revealed that consumer online engagement as a mediating variable is not strongly impacting positively purchase intention. The partial effect of mediating variable is signifying that in the selected domains of Facebook ads, the characteristics are more persuading rather than the number of likes, comments, and shares. Except for the entertainment value of Facebook advertising, millennials' purchase intention is strongly affected by the perceived usefulness of Facebook advertising and social media influencer marketing resulting from the direct relationship. Besides,

to corroborate the quantitative results of the influence of Facebook advertising impacting millennials' purchase intention, two open-ended questions are included in the research, which is analyzed quantitatively through thematic content analysis, which uncovered 14 subthemes similar to the results of structural equation modeling (SEM). This research has contributed to the theoretical consequences through its authenticated model and explored key antecedents of Facebook advertising of Facebook brand pages in fashion products, event management, and photography services. Specifically, this research has developed a comprehensive model through the integration of separate four models and two theories by approaching a systematic literature review. Moreover, the results have contributed to social media advertising-related literature by identifying influential determinants of purchase intention by extending TRA, TAM, Advertising value model, Para-social interaction theory, Source credibility model, and consumer engagement theory. This offers new insights to future researchers who study millennial consumers' behavior influenced by Facebook advertising. Indeed, results corroborated in this study support that integration should be prolonged to future studies examining varied sectors by understanding the changing aspects of Facebook ads. Highlighting consumer behavior from a more inclusive standpoint sourced from brand pages, Facebook ads should be managed. The subthemes generated from the thematic content analysis can be either tested as the elements of new theories and models or as insertion of existing literature. For the researchers who are studying the determinants and influence of Facebook ads, and the researchers investigating consumers' intention to purchase within a different research setting, the study provides deep insights. Moreover, this study further extends the generational cohort theory specifying 'Millennials' intention to purchase through Facebook advertising in Bangladesh. Regarding practicality, this research delivers a complete view and generates a foundation for the representation and design of the advertising posts on Facebook brand pages (FBPs) for marketers in the local-fashion products, event management, and photography services targeting millennial consumers. Specifically, young entrepreneurs, self-made local influencers or micro-influencers, dynamic marketers of home-originated fashion products, and Facebook-based service owners of photography and event management businesses can be advantageous in their strategy formulation.

Keywords: Facebook advertisement, Facebook brand pages (FBPs), Millennial consumer, Purchase intention, Theory of Reasoned Action (TRA), Consumers' online engagement.

Acronyms and Abbreviations

SMFI Social Media Fashion Influencers

FB Facebook

FBP Facebook Brand Page

TRA Theory of Reasoned Action

TAM Technology Acceptance Model

ENT Entertainment

PU Perceived Usefulness

PI Purchase Intention

CE Consumer Engagement

Ad Advertisement

D.V Dependent Variable

I.V Independent Variable

MED.V. Mediating Variable

PLS Partial Least Square

SPSS Statistical Package for Social Sciences

SEM Structural Equation Modelling

CFA Confirmatory Factor Analysis

AMOS Analysis of Moment Structures

SNA Social Networking Advertising

SNS Social Networking Site

TK Taka

Glossary

Shari Women's cloth is made of cotton or silk or muslin or loom.

Jamdani Shari Women's decorative cloth is specially made with cotton or muslin or silk completely handwoven on the loom.

Panjabi Men's cloth made of cotton or silk or khadi for the upper or full body.

Fotua Men's or women's cloth made of cotton or similar fabric designed with a collar or without a collar and with sleeves and buttons for the upper body with medium length.

Blouse Women's cloth for the upper body made of cotton or silk or muslin or loom including buttons worn in combination with shari.

Lungi Men's cloth for Bengali people which is skirt-type cloth tied around the lower abdominal usually made with cotton for comfort.

Salwar kameez Women's cloth in two pieces, kameez is worn for the upper body made in long length and a salwar is a loose trouser worn with a combination of kameez and dupatta or orna (a large shawl or scarf in two folds covering the chest and shoulders)

Uttorio A long loose scarf to cover the upper body made with cotton or woolen fabrics.

Shawl Women's cloth which is large and loosely worn covering the upper body, head, and shoulders.

Koti Men's cloth is worn in combination with Panjabi, half-sleeve in nature including the buttons in the front for the upper body.

Palazzo Women's pants an extremely loose cutting and shaped like loose trousers made with light fabrics for the most comfort.

Akdh program A Muslim religious ceremony organized just before the weddings for bride and groom in front of a marriage lawyer or Kazi for the sign of kabinnama

Gaye Holud A blessing ceremony and part of the pre-wedding ritual, organized for bride-to-be and groom-to-be in a belief to overcome the misfortune with turmeric and other sweet-smelling ingredients for bridal shower.

Mehendi night A pre-wedding ceremony held before the wedding night for the bride- to be with the application of mehndi or henna on hands and feet in a belief of positive spirits and good luck for the wedding.

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Chapter 1: Introduction

1.1. Introduction:

The introduction chapter will familiarize the reader with the subject of this thesis. The significance and relevance of the chosen subject will be presented with some practical examples in the research background in section 1.1. The background of the study of this research is discussed in section 1.2 briefly. The problem statement of the study in section 1.3 will follow, and the rationale of the study will be presented in section 1.4, which will represent the importance of this study. Moreover, the study objectives will consist of four specific objectives presented in section 1.5 along with the four research questions in this study. Then, the research methodology will be combined with the research design, instrument, data sources, and sampling techniques as the subsections, which will be offered in section 1.6. Thereafter section 1.7 represents the research contributions of the study which will be followed by the concluding section of the study, the structure of the thesis as section 8.

1.2. Background of the Study:

The immense growth of technology and internet-based communication in the past few years has made social media platform an indispensable means of leading an individual's lifestyle (Ji, Miei, and Huang, 2021; Wang, 2021). An online platform that is accessed through Internet, can simplify communication, exchange information, interaction, and customer relationship for marketing purposes, which is referred to as social media (Sanny et al., 2020). Bianchi and Andrews (2018) argued that Facebook, Twitter, Instagram, and YouTube all are social media platforms initiating a new wave of technological transformation. It is also apparent how social media gradually shaping people's purchase decisions and has become the most preferable advertising channel (Ji, Miei, and Huang, 2021; Mukherjee and Banerjee, 2019). Currently, 4.62 billion of the world's population is using SNSs which gradually improving Internet users' regular lives

(Datareportal.com, 2022; Knoll, 2015). From the latest published statistics by DataReportal.com (2022), it is evidenced that currently, 75 percent of the global population is using SNS s for over 2 hours per day (see **Appendix B: Figure 1**).

Advertising on social media has become an effective choice for marketers to capture the targeted consumer's attention (Wiese et al., 2020; Lee and Hong, 2016), thus brands are assigning more budgets to this tool (Knoll, 2016). Social networking advertising (SNA) is the arrangement of advertising which engages the user to watch the advertisement (Jung et al., 2016). As consumers are taking seriously the presence of brands on Facebook, Instagram, Twitter, and YouTube while making their purchase decisions, thus marketers are devoting their remarkable concentration to the brand's presence on the SNSs (Dabbous and Barakat, 2019). Understanding these issues, 93 percent of advertisers and social media marketers utilize Facebook ads for reaching desired consumer segments (Shepherd, 2022). Moreover, Facebook itself occupies a quarter of all online advertisements (Iqbal, 2022). SNSs are increasing individuals' connectivity in an online system in which Facebook is a kind of SNSs where people can express their thoughts, feelings, and ideas easily (Basak and Calisir, 2015). The explosion of social networking sites (SNSs) has transformed consumers' advertising consideration as well as enabled word-of-mouth (WOM) regarding brand activity (Lee and Hong, 2016). But it has posed both challenges and opportunities for marketers regarding SNSs advertising as it is interactive in activating many features and facilities (Jung et. al., 2016).

The latest report of Statista.com published on February 14, 2022, revealed that Facebook is renamed its name 'Meta' as its parent company with more than 3.59 billion core product users including Facebook messenger, Instagram, WhatsApp, and Oculus (Meta's virtual reality headsets) by the fourth quarter of 2021. The Daily Prothom Alo (2021) stated about Metaverse that, 'Meta' is the alternative naming of 'The Facebook' as a parent company to virtual reality (VR). In 2021, Facebook acquired Instagram for one billion dollars, in 2014 it owned WhatsApp for sixteen billion dollars and it also attained Oculus in 2014 for two billion dollars 2014 to enrich the three-dimensional (3D) virtual reality segments globally (Iqbal, 2021). On October 28, 2021 'Facebook' officially changed its name to 'Meta' and the company name is shifted to 'Metaverse' company as a rebranding effort (Lyons, 2021). On the web page of Facebook.com/meta (2022), the metaverse is launched for the three-dimensional (3D) connection

for socialization, learning, and co-creating content to visit virtually unlimited sites and organizations (Easyfixpro.com, 2022). The three-dimensional (3D) ambiance in Meta makes the user feel everything as real as an 'avatar' in a shopping environment to the office to be with friends at a party (The Daily Prothom Alo, 2021). Moreover, through Meta, small businesses and entrepreneurs are encouraged to develop augmented reality-based and virtual advertisements which are very personalized to the target audiences (Facebook.com/meta, 2022). The famous SNS 'Facebook' was founded by Mark Zuckerberg who was a student at Harvard University in 2004. It was then known as 'face books', and in 2006 it was opened to the general public all over the world (Iqbal, 2022). The owner of Meta, Mark Zuckerberg stated that up to 2030 Metaverse will support millions of content creators and artificial intelligence specialists to create augmented reality-based ambiance to reach billion tech-savvy people globally and contribute billions of dollars to the digital sector (The Daily Prothom Alo, 2021).

Facebook is a social media site on which organizations are spending their marketing budgets since 2009 (Zhang and Mao, 2016). Indeed, just for business and advertising purposes, 40 percent of Internet users globally use SNSs (Dean, 2021). Consequently, Bianchi and Andrews (2018) affirmed that consumers are facilitated by the varied features of social media in terms of managing communication, sharing ideas, and exchanging their thoughts (Sashi, 2012). In 2018 there were 2.23 billion monthly active Facebook users (Wiese, Martínez-Climentb, and Botella-Carrubic, 2020) and in 2023 there are currently 2.96 billion monthly users actively using Facebook compared to other SNSs (Statista.com, 2023). Importantly, among the 167 countries globally, Facebook users exist in 156 countries in comparison to 151 countries in 2020, published by Vincos.it.com, 2022. Therefore, Facebook is the world's most famous SNS considering the number of users (Wiese, Martínez-Climentb, and Botella-Carrubic, 2020). **Figure 2 in Apendix B** is attached is showing that up to the third quarter of 2022 entirely 2.96 billion Facebook users exist globally (Statista.com, 2023).

In 2022, 9 in 10 people using the Internet log on to any of the SNSs globally (Datareportal.com, 2022). And, Facebook is such an SNS through which, one in seven people globally contact each other every day (Lin and Kim, 2016), therefore its revenue is speedily growing because of the number of users (Duffet, 2015). It is also worth including that, daily 1.62 billion users worldwide visit Facebook (Shepherded, 2022). Among the number of SNSs, Facebook is generally the most

desirable SNS among academics in terms of advertising purposes as it integrated diversified types of advertising claimed by Jung et al. (2016). Logan (2014) specified that from the Facebook brand pages Facebook advertisements are posted. Through Facebook brand pages businesses are allowed to create their own identity aiming to promote products and offerings (Chen et al., 2013). Moreover, more than 800 million users actively utilize Facebook as a marketplace (Iqbal, 2022). From visiting friends' profiles (public or semi-public profiles) to individual business pages on Facebook and real-time chats, connection through messenger is the few digital functionalities of accessing updated information on this social network (Baglione and Tucci, 2018). Chen et al. (2013) affirmed that Facebook brand pages are an excellent means to operate as a business tool containing useful features for entertaining content. On these pages, brands are posting per day 2.37 posts for engagement purposes only (Iqbal, 2022). A user pressing the 'like' button on a promotional message on Facebook is easily visible to the network of peers that user, this is known as a virtual endorsement of 'likes' (Lee, Hansen, and Lee, 2015). Home page ads, organic impressions, stories, and social impressions are the three types of paid ads inducing consumer engagement and home page ads are highly significant to persuade consumers' intention as per the findings (Jung et al., 2016). Especially on Facebook brand pages all these three types exist (Jung et al., 2016); therefore, the existing research is considered Facebook brand pages as the mode of advertising on Facebook.

Furthermore, Sharif et al. (2012) asserted that SNSs are the means of sharing, comprehending, and downloading information among same-minded individuals. Millennials who are born between 1980 to 1996, are the fastest-growing demographics with 2 percent yearly growth, now they are aged about 25 to 34 on average (Shepherd, 2022; Iqbal, 2022), and in 2021 84 percent of the United States millennials are the active Facebook users (Pietroluongo, 2021). In considering the users of SNSs, the millennial generation are the 'digital natives' who are valuing the opinions of other users in a community in purchasing anything (Dabbous and Barakat, 2019; Bolton et al., 2013). Facebook is an SNS that is mostly used by the younger generation and teens aged 15 to 24 (Logan, 2014). Through Facebook ads, 1.9 million users can be reached in terms of male and female users' specifications (Shepherd, 2022). Therefore, investigating millennials' behavioral factors specifically the influential factors of purchase intention regarding social networking advertising is imperative in the current situation.

From the perspective of Facebook brand page content advertising value, marketers have to be concerned about the various aspects of content, such as; entertainment value, utilitarian value, and consumers' problem-solving dimensions (Tiruwa, 2019; Zhang and Mao, 2016). And, to determine the relative worth and utility of advertising, Ducoffe's (1996) 'Advertising Value Model' is a suitable model (Arora and Agarwal, 2021; Ferreira and Barbosa, 2017; Alsamydai and Khasawneh, 2017). While perceiving any advertisement, consumers' response is triggered positively if the ad generates a sense of happiness, fulfillment, and stress-relief as the entertainment value, an important feature of the advertising value model (Arora and Agarwal, 2020; Mutinga et al., 2011; Ducoffe, 1996). The published report of Datareportal.com (2022) evidenced that, besides the connection with friends and family users on Facebook spend time for passing relaxed time, finding content and what is new to buy. It is observed by scholars that, in SNSs advertisements, the users like, comment and share favorable ad posts influence consumers' intention-to-purchase behavior, found by Ji, Miei, and Huang (2021), Wiese et al. (2020), Dabbous and Barakat (2019), Hamouda (2018), Martis et al. (2018) and Ashley and Tuten (2015). However, these studies are majorly focused on developed countries' consumer behavior in terms of SNSs advertising, not specifically on individual sectors' advertisements from Facebook brand pages. Therefore, this evidence is legitimizing to examine, how the entertainment value of Facebook advertising is influencing millennials' intention to purchase in an emerging country standpoint regarding local-fashion products, event management, and photography services.

In addition to this, to determine how the user on specific SNSs accepts the technological system influencing further decision-making is investigated the 'Technological Acceptance Model' (TAM), which is proposed by Davis in 1989. In this model, perceived usefulness and perceived ease of use are considered the two external variables of a technological system (Hoang et al., 2021; Lin and Kim, 2016; Davis, 1989). For instance, how perceived usefulness as a crucial factor, derived from Facebook advertising from Facebook brand pages (FBPs) encourage consumers' acceptance of this system (Facebook ad) for improving their purchasing performance is investigated by many noteworthy academics, such as; Harrigan et al. (2021); Cai, Zhao and Sun (2021); Mukherjee and Banerjee (2019); Shao and Kwan (2018); and, Dehghani et al. (2016). Nevertheless, the above studies have investigated TAM including the SNSs advertisements' several research grounds, e.g. mobile applications, mobile advertising, retail brands, virtual endorsement, etc., but not on the premise of local-fashion products, event management, and photography

services Facebook ads perceived usefulness influencing millennial consumers purchase intention. Thus, there is an urge to examine these sectors' brand pages' perceived usefulness of Facebook advertising.

Along with the above theories, in recent years rather than the direct promotional message SNS advertisers adopted social media influencer marketing to attract consumers' attention. Social media influencers (SMIs) are the expert people on SNSs in strengthening the relationship with their followers and fans by demonstrating a product or service (Trivedi and Sama, 2020; Godey et al. 2016). To examine the millennial consumer's interaction with social media influencer marketing, two theories and models are widely adopted by previous academics; the 'Source Credibility Model' proposed by Ohanian (1990) and the 'Para-social Interaction Theory' (PSI) proposed by Horton and Wohl (1956). It is important know, how the sources' favorable characteristics influencetheir receivers while communicating any message is referred to as 'Source Credibility' in which, sources' expertise, trustworthiness, and attractiveness are the strongest determinants (Ohanian, 1990). On the other hand, the academics also revealed that users of any media develop an imaginary relationship with the media character exposed through verbal presentation or physical gestures about any topic (Reinikainen, Maity and, Vilma Luoma-aho, 2020; Boerman, 2019; Dibble, Hartmann, and Rosaen, 2016; Tsai and Men, 2013). This relationship is termed the 'Para-social Interaction Theory' by Horton and Wohl (1956). Although the earlier scholars have exposed SMI's credibility impact upon many sectors from a developed economy standpoint, e.g. fashion, beauty, clothing, fitness, yoga, food, and travel, they have overlooked the huge potentiality of social media influencer marketing in the emerging economy context in the thriving sectors of local-fashion products, event management and photography services Facebook ads purchase intention phenomena in millennials aspect. Thus, it is necessary to investigate how the influencers in emerging countries stimulate their follower's purchase intention by utilizing credibility characteristics and relationship levels.

In SNSs consumers have limitless opportunities to engage. For instance, on Facebook, various approaches of target-marketing, participatory features, and entertaining short videos of Facebook ads induce consumers' long-lasting engagement (Sanne and Wiese, 2018; Bianchi and Andrews, 2018). Gummerus and colleagues' (2012) 'Consumer Engagement' is a fundamental theory to examine the engagement behavior of the consumer in any media. From the advertising perspective,

consumer engagement is comprised of three-dimensional aspects; cognitive, emotional, and behavioral engagement level, as the result of an intentional act or more than a purchase affirmed by the previous academics (Florenthal, 2019; Chen, 2017; Hollebeek et al., 2016; Hollebeek et al., 2014; Cvijikj and Michahelles, 2013; Van Doorn et al. 2010; Bowden 2009). However, a noteworthy number of scholars attempted to reveal the consumer's online engagement with a focus on Facebook advertisements (Tiruwa, 2019). To evaluate the Facebook ad's effectiveness on brand pages the researchers have adopted like, comment, and share as the primary actions of consumer engagement (Lou, Tan, and Chen, 2019; McClure and Seock, 2019; Tiruwa, 2019; Perreault and Mosconi, 2018). Additionally, Pietroluongo (2021) stipulated that active engagement from consumers' perspectives by liking, commenting, and sharing on brand posts are not seen in other SNSs. The more a consumer can be engaged in these activities in SNSs advertising, the chance of purchase intention towards the advertised products formed faster (Ji, Miei, and Huang, 2021; Dabbous and Barakat, 2019; Thakur, 2018; Halaszovich and Nel, 2017). Thus, these references indicate that consumers' online engagement is useful in determining purchase intention behavior. Though, regarding cognitive, affective, and behavioral engagement levels it is still obscure how millennials in an emerging country are moving toward intention-to-purchase of local-fashion products, event management, and photography services from Facebook ads viewpoint.

In predicting consumers' actual behavioral outcomes, purchase intention is the most promising substance among academics and practitioners (Rajapaksha and Dk, 2019), which is explored by a model known as the 'Theory of Reasoned Action' (TRA) by Fishbein and Ajzen (1975). In the TRA model, Fishbein and Ajzen (1975) proclaimed that purchase intention is the disposition toward the act of purchase of a certain brand or product in nearby future. Earlier studies investigated consumer's purchase intention behavior on the social networking sites (SNSs) advertising perspective through two dimensions; attitude and subjective norm (Corrada, Flecha, and Lopez, 2020; Ahmed et al., 2020; McClure and Seock, 2019; Chetioui, Benlafqih, and Lebdaoui, 2019; Rajapaksha and Dk, 2019; Dharmesti et al., 2019). Attitudes toward the behavior are important to consider in any intentional acts because, this dimension is affirming how any individual favor or does not favor the behavior performed through self-judgment (Chetioui, Benlafqih, and Lebdaoui, 2019; Hamouda, 2018; Jung et al., 2016; Fishbein and Ajzen, 1975). In SNSs advertising, marketers influence consumers' purchase intention by modifying their self-judgment of the brand's favorability (Kountouridou and Ioannou, 2018; Raktham,

Chaipoopirutana and Combs, 2017; Bounkhong, 2017). On the other hand, the subjective norm is the influence and acceptance of other people in society regarding the completeness or incompleteness of the behavior to perform (Lubis et al., 2019; Chetioui, Benlafqih, and Lebdaoui, 2019; McClure and Seock, 2019; Zhung, 2017; Ajzen, 1991; Fishbein and Ajzen, 1975). Moreover, like real-life opinions, similarly on SNSs individuals' behavior is influenced by the network of friends, family, and peers' decisions (Erkan and Evans; 2016; Azar et al., 2016). In this aspect, the social pressure such as; the likes, comments, and shares of the 'friends' on Facebook, and favorable influencers' recommendations, are influencing individual consumers' acceptance or unacceptance of the intention to purchase a certain brand (Chetioui, Benlafqih, and Lebdaoui, 2019; McClure and Seock, 2019; Sethi, Kaur and Wadera, 2018). Therefore, the above evidence directs that a strong relationship between attitude and subjective norms to behavioral intention exists.

This has become a thriving issue for marketers reaching a massive number of Internet users driving towards the development of purchase decisions (Dabbous and Barakat, 2019; Hamouda, 2018; Dao et al., 2014). This research proposes an integrated conceptual model which focuses on the dominant factors of Facebook advertisements sourced from Facebook brand pages, adapting Fishbein and Ajzen's (1975) Theory of Reasoned Action (TRA), Ducoffe's (1996) Advertising Value Model, Davis's (1989) Technological Acceptance Model (TAM), Ohanian's (1990) Source Credibility Model and Horton and Wohl's (1956) Para-Social Interaction (PSI) theory and Gummerus and colleagues' (2012) consumers online engagement as a mediating variable to explain how the influential determinants of Facebook brand pages impact millennials' purchase intention. Dabbous and Barakat (2019) asserted that to simplify interactions and smoothness in sharing collaborative content social media has progressed. Indeed, Dabbous and Barakat (2019) argued that besides meeting several objectives social media performs a key role in shaping consumers' purchase intention. Supporting Azar et al. (2016), it is to state that although Facebook ads are commonly used by marketers in Bangladesh many companies do not over-analyze the effective factors behind the ad before posting. Thus, if the influential aspects of brand posts (either sponsored or organic) by engaging consumer's sensory and affective attention can achieve purchase intent, moreover marketers can be benefitted conveniently. Therefore, all these circumstances and evidence are raising questions about the strongest antecedents of Facebook advertisements persuading millennial consumers' purchase intention.

1.3. Problem Statement:

1.3.1. A snapshot of the background of the problem:

The advent of social media in individuals' regular lives is the composition of social networking sites (SNSs) and discussion mediums (Wang, 2021; Zhang and Mao, 2016). From engagement to purchase intention SNSs are influencing consumers' brand choices and further positioned as an advertising channel globally, as affirmed by Ji, Mieiro, and Huang (2021). The users aged 18 to 24 are the dominating users known as 'millennials' who are corresponding to 1.9 million among the 2.91 billion active Facebook users (Shepherd, 2022; Sharif et al., 2017). Moreover, Facebook has renamed itself 'Meta' as the parent company initiating the three-dimensional (3D) features, virtual co-creation, and augmented reality-based advertisements in which the user can be an 'avatar' to get the advanced experience (Facebook.com/meta, 2022; The Daily Prothom Alo, 2021).

However, in Bangladesh Facebook users exceeds 52,765,000 from 45,490,000 in January 2021, which is an increase of 6,975,000 users within only 11 months (Napoleoncat.com, 2022) compared to YouTube, Twitter, and Instagram (Statcounter.com, 2022). Categorizing the age group, users aged 18 to 38 (millennial users) are accumulating a total of 75 percent of the entire age group in Bangladesh (Dataportal.com, 2022), who are following several brand pages of various product categories on Facebook in developing their purchase decisions. It is to include that, currently, there more than 800 million brand pages exist on Facebook (Iqbal, 2022), satisfying users' connectivity and brand engagement. The fashion and lifestyle products are diversified in clothing, cosmetics, perfumes, shoes, fashion accessories, watches, handbags, etc., having a market value of over US\$3 trillion with a 2 percent annual growth rate till 2017 (Rajapaksha and Dk, 2019). It is observed that in stimulating millennial consumers' attitudes and peer influence in developing purchase intentions, the local-fashion products, event management, and photography services in Bangladesh are gradually increasing their acceptance through Facebook brand pages (FBPs). In this aspect, the marketers are carefully regulating the advertising value of Facebook ads generated from the brand pages (Tiruwa, 2019), in which the entertainment value and consumer problem solution approach is a major concern (Chetiouia, Butt and Lebdaoui, 2021). Consequently, the consumer responds more favorably to Facebook ads if the marketers can convince their target users that, their purchasing performance will be facilitated through the ad, which is previously acknowledged by

earlier academics as the perceived usefulness of the SNSs advertisements (Harrigan et al., 2021; Cai, Zhao and Sun, 2021; Muk, 2013). Along with these features, in the last few years, marketers operating FBPs are largely dependent on social media influencers (SMIs) endorsement to demonstrate the brand usage and importance in their followers' lives. Particularly, how followers undertake SMI's credible characteristics including intimacy level are two major issues well thought out by the marketers while collaborating SMIs (Lin et al., 2021; Reinikainen et al., 2020; Boerman and Reijmersdal, 2020). The advertisers on Facebook want to attach with specified consumers beyond the purchase cognitively, affectively, and behaviorally, as consumers' online engagement (Florenthal, 2019; Hollebeek et al., 2016), which is measured by the SNSs academics as: like, comment, and share (Lou, Tan, and Chen, 2019; Perreault and Mosconi, 2018; Dessart et al., 2015).

1.3.2. What has been done so far?:

The emergence of SNSs advertising and attracting consumer behavior has been immensely addressed by a growing number of academics. For instance, previous researchers, such as; Karamchandani et al. (2021), Arora and Agarwal (2020), Nguyen (2020), Anongdeh and Barre (2019), Jung et al. (2016), Bounkhong (2017), Murillo (2017), Tugney (2015), DeVaney (2015), Muk (2013), have discovered that millennials who born between 1980 to 2000, are the most digital-friendly generation, tech-savvy and always updated by staying online on social media sites and networks. Moreover, the majority of the SNS researchers focused on young consumers' behavioral formation regarding fashion accessories and lifestyle products (Jayasingh, 2019), sportswear (Dabbous and Barakat, 2019), electronics products (Trivedi and Sama, 2020), tourism ads on Facebook (Hamouda, 2018), and a few on health-fitness (Dodd, 2018). Also, a few studies conducted in Bangladesh, e.g. Mawa et al. (2021), Hossain (2021), Khatun et al. (2020), Ghosh (2019); Manik (2015), and Rahman (2015a), have exposed that among the 300,000 Facebook brand pages in Bangladesh the millennial consumers mostly prefer to purchase from the local- clothing, handmade ornaments, footwear, and jewelry.

A good number of academics explain the comparative importance, efficacy, and value of SNSs advertisements in retrieving consumers' feelings of happiness, contentment, and stress relief as the entertainment value, by approaching Ducoffe's (1996) 'Advertising Value Model' (Arora and Agarwal, 2021; Shareef et al., 2019; Jung et al., 2016; Dao et al., 2014). While some other social networking sites (SNSs) advertisement studies focus on examining consumers' adoption of a

specific SNSs in progressing future behavioral functions with the support of Davis's (1989) 'Technological Acceptance Model' (TAM) (Hoang et al., 2021; Thuy and Ha, 2020; Lin and Kim, 2016; Rauniar et al., 2014), mainly on the external variables, perceived usefulness (Harrigan et al., 2021; Dehghani et al., 2016; Ruiz-Mafe et al., 2014). Additionally, in investigating millennial consumers' behavior a noteworthy number of latest academics have explored how the social media influencers (SMIs) trustworthiness, expertise, and attractiveness as credible characteristics strengthen consumers' future purchase desires by adopting Ohanian's (1990) source credibility model (Pinda et al., 2021; Schouten et al., 2020; Hudders et al., 2020; Coco and Eckert, 2020). Accompanied by the characteristics, SMI's relational level with their followers is crucially investigated among some studies by resorting to Horton and Wohl's (1956) 'Para-social Interaction Theory' (PSI) majorly in the beauty, fashion, clothing, travel, and sportswear product categories (Reinikainen et al., 2020; Wiedmann and Mettenheim, 2020; Dibble, Hartmann, and Rosaen, 2016). In classifying the types of influencers, earlier scholars have specified that micro- influencers are more impactful in terms of engagement, persuading followers toward the purchasing process (Kay, Mulcahy, and Parkinson, 2019) and brand conversation (Ghosh, 2021). Understanding consumers' engagement with SNSs several scholars revealed that online cognitive, emotional, and behavioral engagement combinedly affect consumers' intentional acts on any media (Tiruwa, 2019; Hollebeek et al., 2016; 2014; Marbach et al., 2016) with the expression of like, comment and share (Jayasingh, 2019; Sanne and Wiese, 2018; Carlson et al., 2018), in which Gummerus and colleagues' (2012) 'Consumer Engagement' theory is mostly applied. In addition to this, consumers' future purchase behavior is formulating the actual purchase decision which has been studied by a renowned number of earlier academics by acknowledging Fishbein and Ajzen's (1975) 'Theory of Reasoned Action' (TRA) by specifying attitude to the behavior and other people's acceptance of the behavior or subjective norm on SNSs (Corrada, Flecha and Lopez, 2020; McClure and Seock, 2019; Hamouda, 2018; Zhung, 2017).

1.3.3. What is the gap?:

However, in the context of SNS, the studies have majorly highlighted several product categories except for the local fashion, event management, and photography services advertisements from Facebook brand pages. It is observed that the market demand for local-fashion products (Shari, Panjabi, handmade jewelry, jute-made products) is gradually increasing its appeal through the

FBPs among the millennials. The events are usually meetings or occasions; managing this overall process of its planning in an organized way defines event management (Exlinkeventsblog.com, 2014), nowadays wedding events gained popularity through FBPs, rather than physical stores (Arora, 2019). Moreover, capturing photos, and videos and uploading them on Facebook is the focus right now to celebrate the events is a common trend among the millennials (Ghosh, 2019), which is incomplete without a professional photographer's photography and videography. More clearly, these services influence consumers' purchase intention through the applicability of FBPs' advertising facilitating two-way communication and understanding of the trends regarding the most powerful segment, millennials.

From a developed country perspective, few native-fashion brands' impacts on SNSs consumers have been investigated (Harrigan et al. 2021; Sanny et al, 2020, Cho and Son, 2019), but there are no studies as per the researchers' knowledge that has undertaken the event management and photography services influence of Facebook advertising from Facebook brand pages upon the millennial consumers purchase intention both in developed and developing country perspective. Previously social media research was only focused on developed countries with diversified behavioral criteria, but specific behavioral factors of millennials are still unfocused (Duffet, 2014; Bolton, 2013) from the Facebook standpoint. Also, Facebook ad through brand pages is flourishing among Bangladeshi millennials' regular purchase decision rapidly, but a scant number of researches only investigates this significant segment's purchase intention (Sultan and Sharmin, 2020; Ghosh, 2019).

The ultimate purpose of the stated sectors of Facebook advertisements is to influence consumers' behavior by providing advertising value (hedonic and utilitarian), simplifying purchasing process (perceived usefulness), and endorsing third-party expert people (social media influencers) for further engagement driving them to purchase. Additionally, the rebranding of Facebook to 'Meta' is altering the physical store-based business into a virtual shopping place, in which these issues will ensure the highest connectivity along with the personalized experience of users. Thus, ignoring the importance of these factors in the context of Facebook advertisements might not provide an accurate understanding of the specified picture of the antecedents influencing millennials' purchase intention behavior.

Importantly, few studies of Ducoffe's (1996) advertising value model empirically prove that the entertainment value of Facebook ads has a positive effect on millennial consumers' purchase intentions (Arora and Agarwal, 2020; Martins et al., 2018; Lee and Hong, 2016), some others are entertainment value of Facebook ads to behavioral intention (Jung et al., 2016), consumption intention (Ji, Mieiro and Huang, 2021), consumer responses (Hamouda, 2018) and loyalty (Anderson et al., 2014), but not affecting purchase intentions. The augmentation of likes, comments, and shares on the ads has become a positive indicator of behavioral intention on Facebook (Lee and Hong, 2016), which are previously acknowledged as a cognitive, affective, and behavioral expression of online engagement (Lilja, 2019; Jayasingh, 2019; McClure and Seock, 2019; Oviedo-García et al., 2014; Hollebeek, 2011). Correspondingly, former scholars have exposed how FBPs enhanced consumers' perceived experience to use Facebook by adopting perceived usefulness from Davis's (1989) technological acceptance model (TAM), one study on intention to purchase (Luna-Nevarez and Torres, 2015) and others are peer relationship (Sharif et al., 2021), intention to use Facebook (Rauniar et al., 2014), intention to join (Chen et al., 2013), intention to go on the event (Lee, Xiong, and Hu, 2012); but not on the intention to purchase with Facebook advertisements. However, these studies do not examine the influence of local fashion, event management, and photography services Facebook ads from Facebook brand pages on millennial consumers' purchase intentions with the direct or indirect effect of consumers' online engagement.

In addition to these, grasping the importance of social media influencers (SMIs) credible characteristics and intimacy level on SNSs, the previous academics have applied Ohanian's (1990) source credibility model and Horton and Wohl's (1956) para-social interaction theory (PSI) and revealed how these spokespersons' influence on millennial followers engagement on Instagram (Argyris et al., 2020; Dhanesh and Duthler, 2019), the effect of sponsorship disclosures on followers of YouTube (Reinikainen, Maity and, Vilma Luoma-aho, 2020; Boerman and Reijmersdal, 2020) and similarly on Twitter (Martínez-López et al. (2020); but failed to reveal millennial consumers' purchase intention with the effect of how these SMIs' brand collaboration can influence millennials' online engagement on Facebook advertisement sourced from the brandpages.

Linking with the above discussion, it is to say that Facebook is often bring-up-to-date its social media metrics (Perreault and Mosconi, 2018), eliminating the 'like' button on the brand pages by initiating the 'follow' button (The Daily Prothom Alo, 2021) and launched Facebook business suite for meeting all-purpose of engagement such as the visual representation of likes, comments, target users' demography and reach (McLachlan, 2021). Besides, the launching of 'Meta' with virtual and augmented reality, Facebook live analytics persuaded users to get an 'avatar' experience from personal to business connection (Facebook/business.com, 2022). In such a situation, investigating the antecedents of a specified theory or model regarding Facebook brand page advertisement may not reflect the proper state of millennials' purchase intention behavior. Addressing the previous studies' limitations, Ducoffe's (1996) advertising value model alone is inadequate to predict consumers' behavior (Hamouda, 2018; Yang et al., 2014), on Facebook other persuasive factors if integrated with the purchase intention behavior may execute clear result (Arli (2017; Zhang and Mao, 2016), including another emerging country context, culture and product categories (Chetiouia, Butt and Lebdaoui, 2021; Ji, Mieiro and Huang, 2021; Wiese, Martínez- Climentb and Botella-Carrubic, 2020; Jung et al., 2016). Likewise, few earlier scholars have integrated Davis's (1989) TAM and Fishbein and Ajzen's (1975) TRA, however, recommended that future researchers should incorporate consumers engagement theory (Lee, Hansen, and Lee, 2015) and other marketing constructs (Riaz and Sherani, 2021; Thuy and Ha, 2020) to postulate the exact outcome in consumers behavioral intentions (Bianchi and Andrews, 2018) stipulating diversified product categories (Cho and Son, 2019; Lin and Kim, 2016) and geographical border (Fard and Marvi, 2019; Logan, 2014). Regarding social media influencer marketing, only a few studies have investigated Ohanian's (1990) source credibility model and Horton and Wohl's (1956) para-social interaction theory altogether in developed country perspective: on one study of Facebook (Boerman, Willemsen and Van Der Aa, 2017), others are on Instagram (Lin et al., 2021; De Veirman, Cauberghe, and Hudders, 2017) and YouTube (Boerman and Reijmersdal, 2020) followers' behavior.

Nevertheless, none of these academics have examined the influence of SMI's partnership on Facebook brand pages on millennials' purchase intentions in an emerging country within local fashion, event management, and photography services as product categories highlighting sponsorship disclosure (#SP #paidad #in collab), demonstration through live videos on Facebook and Facebook watch. Although, follower numbers (Djafarova and Rushworth, 2017) and stories,

vlogs, and videos of SMIs (Coco and Eckert, 2020) have been examined in this aspect. Along with the Meta, Facebook has brought Facebook creator studio for tracking the SMI's activities in which marketers will be more facilitated to utilize their budget in this, which is not yet addressed by any academics.

Therefore, to fulfill these gaps, including the two variables from the advertising value model and TAM and source credibility model and PSI theory for social media influencer marketing in examining the effect of consumers' online engagement of Gummerus et al. (2012), millennials' purchase intention will be investigated in this research by adopting TRA of Fishbein and Ajzen (1975).

1.3.4. What are proposing to address the problem:

To address the above-mentioned gap in understanding the influence of Facebook advertisements on brand pages in local fashion, event management, and photography services regarding millennials' purchase intentions, this study examines the relevant variables from the crucial theories and models that might influence millennial consumers' intentions to purchase to engage with the Facebook ads. To study the complicated formation of Facebook ads generated from the brand pages from a millennial consumers standpoint, this study integrates the advertising value model, technological acceptance model (TAM), source credibility model, para-social interaction (PSI) theory, and consumer engagement theory with the theory of reasoned action (TRA) proposed by Fishbein and Ajzen (1975), as its theoretical underpinning. It is because the advertising value model offers pertinent viewpoints on whether the consumer is satisfied with the ad message to understand if the millennials are willingly involved in the ad-driven by the entertainment value. After watching the ads on FBPs about local-fashion products, event management, and photography services, it is to investigate whether millennials are enjoying the audio-visual ad content which generates engagement and further influences purchase intentions or not. Because, millennials are more attracted to creative features and personalized content on Facebook (Idris et al., 2020), besides entertainment value this research incorporates a technological acceptance model (TAM) to comprehend how the ads on Facebook from FBPs of local-fashion products, event management, and photography services can improve millennial consumers' purchase intention behavior. For a better user experience, Facebook has rebranded itself as 'Meta' with other functions: boosting strategy, conversion pixel, Facebook live analytics, and attribution numbers in its advertising

strategy which urges to examine presently if these inclusions are enhancing consumers' future purchase activity or not, for which TAM is the most suitable model. As it is affirmed by previous scholars that a specific model cannot predict Facebook advertising's antecedents (Hamouda, 2018) from the perspective of millennials' behavior (Duffet, 2015), thus another variable is added, social media influencer marketing for which source credibility model and PSI theory are integrated. Reasoning this, millennials favor micro-influencers genuine product knowledge and bidirectional relationship on Facebook (Boerman and Reijmersdal, 2020) compared to other types of SMIs that have sizeable followers. The way micro-influencers establish their connection with millennial followers through live videos, stories, and product demonstration generated by their verified profiles or through FBPs, requires more research regarding their effects on Facebook ads. This research scrutinizes trustworthiness, expertise, and credibility as the micro-influencer's credibility features through the level of relationship with their millennial followers to manifest purchase intention. Empirically, this will be focusing on micro-influencers collaboration as the means of images, videos, live videos, Facebook Watch, and recommendations with local-fashion products, event management, and photography services Facebook brand pages from which the millennial's engagement could be formed developing further purchase intentions, which is relatively unknown. Specifically, how the advertisers on Facebook unfailingly stimulate Bangladeshi millennials' cognitive and affective actions (online engagement) and behavioral (purchase) actions by combining the four models and two theories will be revealed in this research. Furthermore, millennials are more inclined to purchase by their internal acceptance (attitude) and peers' opinion (subjective norm), so it is necessary to unleash how their purchase intention behavior is influenced by online engagement levels as a mediating variable for which theory of reasoned action (TRA) and consumer engagement theory is considered as most fit. Thus, the straight relationship between millennials' purchase intention and the influence of Facebook ads may not be workable in the present marketplace thus the linking of dependent and independent constructs will be more established by the mediation effect of millennial consumers' online engagement.

1.3.5. Why this is important to address both theoretically and empirically:

Globally, 93 percent of marketers leverage Facebook ads to meet their goals in apparel, beauty, customer services, and hospitality services (Shepherd, 2022). In 2021, Bangladesh occupied the 9th position with 48 million active Facebook users globally in terms of the highest number of

Facebook users (DataReportal.com, 2022), which is gradually increasing day by day. Bangladesh is the fastest-growing market where the chosen sectors (local-fashion products, event management, and photography services) are gaining popularity through the spread of Facebook advertising. Thus, if these problems could be addressed by associating the specified four models and two theories, academics in a similar field and practitioners who are concerned with local-fashion accessories, event management, and photography will be much benefitted.

Theoretically, by understanding the importance of Facebook ad's entertainment value, perceived usefulness, and micro-influencers collaboration as social media influencer marketing upon millennials' purchase intention on home-grown fashion products, event management, and photography services, this research integrated the said theories and models as the theoretical underpinning. These antecedents are considered as the independent variables revealing new insights of 'Meta' in this research due to their impactful change or influence on millennial consumers' purchase intention. Addressing the gaps of the previous research, this research will establish the necessity of five variables retrieved from the advertising value model (Ducoffe, 1996), TAM (Davis, 1989), source credibility model (Ohanian, 1990), PSI theory (Horton and Wohl, 1956), consumer engagement (Gummerus et al., 2012) and TRA (Fishbein and Ajzen, 1975) developing the conceptual framework, in the aspect of advertisements of FBPs narrowly on millennials' behavioral level whose future purchase potentiality is very high. Furthermore, the integration of consumers' online engagement as the mediating variable, previously examined majorly as the dependent variable, will reveal whether the indirect effects of the independent variables to purchase intention is more powerful to influence millennials' purchase intention than the direct effects of the variables. The present research also accomplishes the void by corroborating six theories and models generated by literature, as previous researchers have acknowledged that a single model is unable to examine specific SNSs advertisements' influence on millennials' behavior. Theoretically, this research answers the call of earlier researchers by identifying influential antecedents through descriptive quantitative analysis in designing Facebook brand pages on diversified categories of products and services, explicitly on millennials' purchase intention in an emerging economy context. Thus, by understanding the importance of generational homogeneity and the implications of cohort behaviors (Dharmesti et al., 2019; Rogler, 2002), this study further extends the generational cohort theory specifying 'Millennials' intention to purchase through Facebook advertising in Bangladesh.

In practice, although having limitless potentiality in terms of the number of millennial Facebook users and the popularity of indigenous-fashion products, event management, and photography services, practitioners are unaware of the influence of Facebook ads in this regard. Thus, by addressing the stated problems managerially this research will resort young entrepreneurs of home-originated fashion products, photography, and event management businesses, and local micro-influencers can strengthen ads on FBPs with the proper amalgamation of entertained content, useful features, and micro-influencers brand demonstration influencing consumers participation towards millennials' intention to purchase. Consequently, by determining the influence of each identified variable upon consumers' online engagement metrics as a mediator to purchase intention, the practitioners can reform an appropriate combination of ads on FBPs fueling the solution of millennials' problems.

1.4. Rationale of the Study:

As, Facebook is the most popular social media network globally (Lee, Hosanagar, and Nair, 2018; Duffet, 2015) and Bangladesh is positioned 9th among the top countries in terms of Facebook users worldwide (Vincos.it.com, 2022; DataReportal.com, 2022). This present study limits the investigation of millennials' purchase intention through Facebook ads on Facebook brand pages (sponsored and organic), since it is not conceivable to examine all SNSs and examined variables by previous researchers (Rajapaksha and Dk, 2019). Thus, based on these discussions more inquiry is needed which is also prescribed by Odoom et al. (2017), especially on Facebook advertising's impact on consumers' behavioral changes due to Facebook advertising strategy. Therefore, this research postulates to identify the gaps in previous literature on the influence of Facebook ads on consumers' favorable attitudes toward product purchases.

In supporting the evidence of a positive relationship between the factors of Facebook ads towards the consumer's purchase intention by the previous authors (Hoang et al., 2021; Arora and Agarwal, 2021, 2020; Fard and Marvi, 2019; Bianchi and Andrews, 2018; Lee and Hong, 2016; Lee, Hansen and Lee, 2015; Muk and Chung, 2014), the researcher of this thesis postulate millennials positive attitude of Facebook advertised brands results in the likelihood of purchase by consumer's online engagement. Many studies conducted on social networking sites (SNSs) regarding purchase intentions, such as; Chetiouia et al. (2021) examined Moroccan millennial Facebook users; Karamchandani et al. (2021) exposed Indian millennial YouTube viewer's purchase intention to

smartphone advertisements, and Arora and Agarwal (2020) researched on Indian millennials, Sanny et al. (2020) examined on Indonesian male millennial's skincare products, Dabbous and Barakat (2019) researched about the Lebanese millennial Facebook users purchase intention to the sportswear brands' Facebook page, Martins et al. (2018) analyzed the Portuguese consumers purchase intention regarding the smartphone advertisements, Lee and Hong (2016) investigated Korean millennial consumer's purchase intention of carpool brokering services, Shaouf, Lu and Li. (2016) investigated web ad visual design among millennials, Anderson et al. (2014). But few have focused on millennials' purchase intentions for fashion products SNSs advertising, such as; Harrigan et al. (2021) highlighted fashion products, Sanny et al (2020) focused on skincare products for males, Cho and Son (2019) examined apparel, Nosita, and Lestari (2019) researched on clothing. However, none of the research yet empirically examined the influence of three prosperous sectors on Facebook, local-fashion products, event management, and photography services advertising from Facebook brand pages regarding millennial consumers' purchase intention standpoint. It is true both from the developing and developed country perspective, where these domains are majorly prevalent in this current era. Therefore, the following question is addressed as a first:

RQ 1. Does Facebook advertising have any influence on millennial consumers' purchase intention?

In the problem statement, the missing focus of the studies is highlighted in this current research that may serve as causal clarifications of Facebook advertising by accumulating value and usefulness of the brand pages, implementation of influencer marketing, and sponsored ads in the selected three domains. These factors are selected due to their importance on millennials' purchase intention of local-fashion products, event management, and photography services Facebook ads, which are derived from the systematic literature review. Additionally, the researcher of this study also observed that, while intending-to-purchase Bangladeshi millennials are inclined to purchase if these antecedents are present. For Facebook advertising, Facebook brand pages are excellently exploited as a promotional tool for information sharing, and entertainment by uploading contemporary interesting content and gathering likes, comments, and shares.

The millennials or generation Y is mostly favored the worth or utility and value of the advertised product in solving problems, which is addressed by the previous scholars by adopting TAM and

advertising value model and for investigating purchase intention TRA is the mostly applied model. For instance, the majority of the studies have highlighted the advertisements on SNSs by investigating solely by adopting TAM or TRA or advertising value model regarding advertising value model and technology acceptance model (TAM) altogether investigated by Arora and Agarwal (2020); Arli (2017). The advertising value model is examined by Chetiouia, Butt, and Lebdaoui (2021), Ji, Mieiuro, and Huang (2021), Martins et al. (2018); Hamouda (2018), Mukherjee and Banerjee (2017), Murillo (2017); Jung et al. (2016). Both the advertising value model and the theory of reasoned action (TRA) all together are researched by Yang et al. (2014), and Muk and Chung (2014). And, technology acceptance model (TAM) and theory of reasoned action (TRA) are combinedly examined by Riaz and Sherani (2021), Cho and Son (2019), Fard and Marvi (2019); Bianchi and Andrews (2018). Technology acceptance model (TAM) by Thuy and Ha (2020); Lin and Kim (2016); Lee, Hansen, and Lee (2015), Logan (2014), theory of reasoned action(TRA) by Sriram, Namitha, and Kamath (2021); Rajapaksha and Dk (2019), Lee and Hong (2016), Kim, Lee and Yoon (2015).

Moreover, in recent years social media influencers influence millennial consumers' purchase decisions which are also visible in Bangladesh. In the social media influencer marketing context, Kiss (2021); Hudders, De Jans and De Veirman (2020), Martínez-López et al. (2020), Lou, Tan, and Chen, (2019), Hwang and Jeong (2016) examined sourced credibility model and para-social interaction (PSI) theory is adopted by Pinda et al. (2021), Sokolova and Kefi (2020) Coco and Eckert (2020), Reinikainen, Maity and, Vilma Luoma-aho (2020) and Boerman (2019). But only a few numbers of studies have integrated both the source credibility model and para-social interaction (PSI) theory regarding SMIs influence, these are Lin et al. (2021); Boerman and Reijmersdal (2020), De Veirman, Cauberghe, and Hudders (2017). Lastly, regarding the consumer's online engagement the three dimensions, e.g. cognitive, affective, and behavioral level by Gummerus et al. (2012) is examined by Hinson et al. (2019), Dessart et al. (2016), Marbach et al. (2016), Hollebeek et al. (2014) and Brodie et al. (2013). Yet, up to this date, the studies on influencer marketing are majorly based on blog posts' sponsorship disclosure (Boerman, 2012), and Instagram celebrity influencers' sponsorship disclosure (Lee and Kim, 2020; Djafarova and Rushworth, 2017), but none of them has examined on Facebook influencers credibility impacting millennial consumers purchase intention. Therefore, more research is required in terms of their influence on Facebook in the product categories in which influencer marketing suits most.

However, from these studies, none of the research has integrated the variables from TRA, TAM, advertising value model, source credibility model, PSI theory, and consumers' online engagement to examine the influence of SNSs advertising. Furthermore, this study extends the knowledge of Facebook advertising's influence on the types of SNSs on millennials' purchase intention in the three important sectors (local-fashion products, event management, and photography services) advertisements on the Facebook brand page viewpoint which is unnoticed by the previous academics. In this respect, Facebook advertising's influence will be investigated in these three areas considering millennials. This is because, the millennial generation is habituated to choosing their favorite alternative before purchasing by the value, usefulness, favorable influencers' opinion, and peers' engagement of these products and services advertisements primarily on Facebook. The following question is addressed as a second research question of this research:

RQ 2. Which of the antecedents of Facebook advertisements' specifically Facebook brand pages (FBPs) strongly influence millennials' purchase intention?

In recent years, there is a remarkable growth in liking, commenting, and sharing brand posts on Facebook, which are sourced from Facebook brand pages. Compared to the previous year's marketing budgets, the social media budget will be projected to occupy \$173 million in 2022 (Beveridge, 2022). The number of daily active users on Facebook is 1.93 billion in January 2022 (Datareportal.com, 2022), and 441.8 million Facebook users exist in Southern Asia (Datareportal.com, 2022), in which India, Indonesia, Bangladesh, and other developing countries advertising growth is extending on Facebook along with the increasing number of populations. The latest data shows that users aged 18 to 34 are consuming 2 hours and 24 minutes only on one SNS, which is Facebook (Deyan, 2022). Researchers defined consumers' online engagement as, the cognitive, affective, and behavioral engagement level expressed as liking, commenting, and sharing activities on the SNSs (Dabbous and Barakat, 2019; Perreault and Mosconi, 2018; Islam and Rahman, 2016; Dessart, Veloutsou, and Morgan-Thomas, 2015; Oviedo-García et al., 2014; Hollebeek et al., 2014; Van Doorn et al. 2010). But Ji, Mieiro, and Huang (2021) and Thakur (2018) argued that research is still inadequate in envisaging consumer behavior regarding SNSs advertising studies.

Moreover, in October 2021, Facebook rebranded itself as 'Meta' (The Daily Prothom Alo, 2021), which initiated virtual and augmented reality maximizing connectivity. In the 'Meta' younger

consumers, generation Y or millennials aged 25 to 38 are expecting to be engaged through personalized brand experience online (Facebook/business.com, 2022). Rather than direct promotional ad content, peer engagement in the advertisements and authentic influencers' relationships enhance millennials' perceived ad value (Argyris et al., 2020; Bianchi and Andrews, 2018). However, as per the researcher's knowledge and searching of the literature, none of the scholars have addressed the millennial consumers' online engagement from the perspective of the stated three sectors of Facebook ads influence. Moreover, there are only four precedent studies, e.g. Hinson et al. (2019), Dessart et al. (2016), Marbach et al. (2016), Hollebeek et al. (2014), and Brodie et al. (2013), integrated three-dimensions of consumers online engagement in the SNS advertising phenomena.

Regarding online engagement, the instant interaction with the page owner, replying to the comments of queries, personal interaction with the influencers through the brand pages, and entertaining-relevant content of the ads, impact millennials' purchase intentions. In Bangladesh, indigenous-fashion products, event management, and photography services are booming through the advertisements of Facebook brand pages, which are favored by millennials. Several advertisers and marketers now concentrate on these pages' engagement by applying ad targeting, conversion pixels, attribution, and conversion tools, focusing on millennials' purchase intention. Therefore, there is a dearth of studies where the dimensions of consumers' online engagement are taken into consideration and investigation in the context of Facebook brand pages. This research tries to highlight this area and fill the research gaps by including consumers' online engagement in the proposed conceptual model. So, how the specified sectors' brand pages are optimizing millennial consumer's online engagement behavior with the influence of entertainment value, perceived usefulness, and social media influencer marketing towards millennials' purchase intention is the third research question in this research:

RQ 3. How does a consumer's online engagement behavior impact these antecedents' influencing millennials to purchase intention by Facebook brand pages (FBPs)?

This research focuses on millennials in Bangladesh aged 18 to 38 (born between 1982 and 2000) including students, service holders, businesspersons, and job-seekers. Previously social media research was only focused on developed countries with diversified behavioral criteria, but specific behavioral factors of millennials are still unfocused (Duffet, 2014; Bolton, 2013). Thus, this

research based is on millennials in Bangladesh, where nearly 75 percent of the total population aged 18 to 38 are deemed to be millennials (Napoleoncat.com, 2022). The economic development of Bangladesh is flourishing in terms of home-grown clothing, handloom fashion accessories, jute, and cotton-based style items available on 'Deshi' (native) fashion houses (Asjad, 2020), which are operating individual Facebook brand pages to promote through Facebook ads. The government of Bangladesh also supports these organizations as they are preserving countries' cultural heritage and artisans (Chowdhury, 2021; Ahmed and Ahmed, 2013). Indeed, a growing number of young enthusiasts are showing their creative skills in organizing social events by self-revealing as the event planner in Bangladesh, for whom the Facebook ads are cost-effectively stimulated awareness and increase sales (Uddin, 2018). Another thriving sector, photography service is expanding rapidly through advertisements on Facebook brand pages using several in-built tools and algorithms, supporting the photographers to represent their captured photos, and videos of any events lucratively. As the millennials are the largest segment (75 percent) in terms of the Facebook user base (Napoleoncat.com, 2022), they are mostly exposed to these sectors' ads in developing their purchase intentions.

Hence, this existing study aims to investigate how Facebook advertising serves as a social media networking tool influencing intention to purchase of millennials, in addition, to identifying the development and application of the consumer behavior theories and models to underpin the objective. The study is predictable to encompass knowledge of social media advertising, specifically on Facebook advertising. This study, therefore, reveals factors that influence millennial consumers' purchase intention towards advertising on the foremost SNS, namely Facebook, in a Bangladeshi context. The findings of this study are expected to equip theoretical and practical contributions to research on advertising on social networking sites. Therefore, the following research question is addressed as the fourth and last research question in this research:

So, all of these resonate with how Facebook advertising influences millennial users' intention-to-purchase of fashion accessories, event management, and photography services concerned marketers. Thus, investigating the behavioral factors prevalent in these young cohorts towards Facebook advertising, this research aims to propose a conceptual model which explains the background drivers of purchase intention by online consumer engagement.

1.5. Objectives of the Study:

The entire research has a broad objective and four specific objectives. These are stated as follows:

Broad Objective: To understand the influence of Facebook advertising impacting intention-to-purchase amongst the millennials in Bangladesh.

Specific Objective: the specific objectives for this research are as follows: -

- i. To investigate the influence of Facebook advertising as Facebook brand pages (FBPs) on millennial consumers' purchase intention.
- ii. To examine the theoretical and empirical research on millennial consumer's purchase intention for identifying the antecedents of Facebook brand pages (FBPs).
- iii. To explain how the identified antecedents impact consumer's online engagement behavior influencing millennials' intention to purchase by proposing a model; and
- iv. To empirically evaluate the relationships hypothesized in the model to answer research questions.

This thesis accounts for the influential factors of Facebook advertising that are generally focused on millennials' purchase intention. This research attempts to shed light and expand the knowledge contribution in the social media marketing field in regard to the antecedents of Facebook ads amongst millennials' intention-to-purchase. These antecedents or factors influencing millennials' inclination to purchase in this study identified will bridge the findings of previous research and the latest promotional techniques applied by; local-fashion products, event management, and photography services in Bangladesh.

The research findings would formerly reveal insights on the way to the marketing scholars and marketers that applying these above-mentioned factors are successfully applicable to excite millennials' online engagement further widening the study of marketing in regards to social media networks' consumer behavior.

1.6. Research Methodology:

The objectives of this study are to determine how Facebook advertising stimulates purchase intention through consumers' online engagement and to develop a conceptual framework highlighting the essential characteristics of effective and persuasive Facebook advertising toward purchase intention.

1.6.1. Research Design:

To validate the proposed conceptual framework, this research applies a quantitative approach to data collection and analysis procedures, where two open-ended questions have been added to corroborate the quantitative data. Following the quantitative method, an exploratory descriptive research design will clarify the first research objective regarding the preliminary understanding of the Facebook brand pages (FBPs) to specify the antecedents and constructs. Previous researchers explored that, descriptive research is well-suit to examine the relationships between Facebook advertisements purchase intention as the dependent variable and other identified independent constructs (Jayasingh, 2019).

1.6.2 Research Instrument:

This research adopts a questionnaire survey method associated with descriptive research (Jayasingh, 2019; Bianchi and Andrews, 2018; Duffet, 2014; Hair et. al. 2009) including twenty (20) close-ended questions with a 5-point Likert scale with 1 as strongly disagree to 5 as strongly agree and two (2) open-ended questions to collect in-depth necessary information from the representative samples (Malhotra, Nunan and Briks, 2018). The items operationalizing purchase intentions toward Facebook advertising in this research have been adapted from renowned academics. The selected constructs are evaluated using the examined items and adapted to fit the present research context (Dabbous and Barakat, 2019) from previous academics. It is to include that, for measuring the millennial consumer's online engagement regarding Facebook brand pages (FBPs) the researcher highlights the number of likes, comments, and reactions supporting these academic items' validity.

1.6.3 Sources of Data:

1.6.3.1. Sources of Data – Primary Data:

Primary data are collected from millennial Facebook users in Bangladesh by meeting two criteria: first, the respondent must be aged between 18 to 38 and living in Bangladesh, second, the respondent must be an active user of Facebook following the local-fashion products, photography, and event management services of Facebook brand pages (FBPs) who have seen Facebook ads from these pages. The gathered responses through open-ended questions are coded or transformed in a countable way to use quantitatively. The responses which are not useable due to incompleteness or vagueness will be disqualified (Dharmesti et al., 2018). The semi-structured survey questionnaire has been pilot studied among 33 millennial respondents who are representative of the sample of the population representing Facebook users in Bangladesh, resulting in minor changes in wording in some questions for accuracy. Along with this, this research approaches three expert opinions as the pilot study to reduce accuracy bias before approaching the final survey.

1.6.3.2. Sources of Data – Secondary Data:

Books, published articles in renowned journals, doctoral thesis and unpublished works, printed materials, and internet resources are evaluated ensuring the authenticity and acceptability of this research. For this purpose, systematic literature has been utilized in this research to focus on the specific research questions to assess and assimilate relevant studies in the field, rather than the accumulation of past research (Siddaway, Wood, and Hedges, 2019; Peters et al., 2015). Moreover, in the SNSs advertising context previous researchers. such as; Hudders, De Jans, and De Veirman (2020), Al-Qaysi, Mohamad-Nordin and Al-Emran (2020) Florenthal (2019), and Knoll (2015), adopt systematic literature review as the literature synthesis addressing particular questions. The systematic literature review has formulated the most influential predictors to be included for identifying the effectiveness of Facebook advertising toward millennials through a conceptual framework in the current research. The framework depicts the specified industries in which Facebook advertising is implemented, the characteristics and tools to stimulate millennial consumers' online engagement to purchase intention, and most significantly, how consumer

behavior theories and models fit on the identified constructs directing the best output of social media advertising.

The survey is administered online to respondents who are aged between 18-38 years and born from 1980 to 2000 (Jayasingh, 2019; Dharmesti et al., 2018) in Dhaka and other prominent cities in Bangladesh, such as Chattogram, Rajshahi, Sylhet, Khulna, Barisal, and Bogra. However, millennials in rural areas and less-infrastructural areas in Bangladesh are not considered for sampling. Because, the researcher justifies the millennials Facebook users in this zone may not have the intention-to-purchase to the Facebook advertisement as the majority of the inhabitants in such areas are still in deprivation of necessities in an emerging economy (Duffet, 2015).

1.6.4 Sampling Techniques:

This research utilizes purposive sampling within the non-probability sampling method (Jayasingh, 2019; Thomas, Kavya, and Monica, 2018; Bounkhong, 2017), for the necessity of selecting a more representative sample of Facebook users which can bring more accurate results than applying other probability sampling techniques (Malhotra, Nunan and Birks, 2018). The researcher reaches the targeted sample aged 18 to 38 by selecting students from higher secondary institutions, universities; self-entrepreneurs, government service holders, job seekers, and home-makers in Dhaka and other prominent urban areas for collecting face-to-face data.

1.6.5 Statistical Treatment:

For quantitative data analysis in testing the hypotheses of this research, IBM SPSS 26 and IBM Amos 23 statistical packages are used by applying the structural equation modeling (SEM) technique. The initial data analysis is covered to assess the data quality, exactness, missing data, outliers, and normality test supporting Dabbous and Barakat (2019), Jayasingh (2019), and Erkan and Evans (2016). Specifically, the initial normality and outlier test has resulted 27 responses less than 0.001 probability values in the Mahalanobis outlier; supporting Pallant (2016) these responses are not associated with the centroid point of the mean values (Hair, 2010). Therefore, in an aim for data accuracy and improvement of the result among the 386 responses, 359 responses are subsequently considered for further analysis in present research.

To remove the missing values, exploratory factor analysis (EFA) is conducted using the principal component analysis (PCA) with varimax rotation. An eigenvalue greater than 1 directs the goodness of data and the eligibility of the model. The standardized loadings of convergent validity resulted through Average Variance Extracted (AVE), Maximum Shared Variance (MSV), Average Shared Variance (ASV), and Construct Reliabilities (CR) if higher than 0.5 or more are accepted as the indication of discriminant validity (Jayasingh, 2019; Sanne and Wiese, 2018; Pallent, 2010). For qualitative data analysis of open-ended questions, a hierarchical code frame is utilized to support a larger code frame to code the themes manually in which key themes are assigned using a coding system to corroborate quantitative data.

For ensuring data accuracy by the AMOS the researcher assesses the convergent validity through Average Variance Extracted (AVE), Maximum Shared Variance (MSV), Average Shared Variance (ASV), and the Construct Reliabilities (CR) manually. The standardized loadings have resulted in higher than 0.5 or more within convergent validity and the resulted AVE is above 0.5, thus these values have been accepted as the indication of discriminant validity (Jayasingh, 2019; Sanne and Wiese, 2018; Pallent, 2010;). Moreover, before examining the hypothesized relationship, for measuring the internal consistency of the 20 scale items of the five constructs, the researcher executes Cronbach's alpha coefficient which is resulting in above the threshold value of 0.70 for assuring internal consistency for each of the scale items supported by Nunnally and Bernstein (1995). Along with this, composite reliability and AVE for testing reliability and validity are conducted accepting the value above 0.70 as the standard.

However, for measuring the qualitative opinion-based respondents through the questionnaire, the researcher self-analyzes the respondents through thematic content analysis in Microsoft Excel. In this process, the responses are transformed into codes and frequency of percentages. In this process, 14 themes evolved along with several sub-themes from the dataset.

1.7. Research Contribution:

This research provides a noteworthy contribution to facts and knowledge by investigating the influential antecedents of Facebook advertising impacting millennial consumers' purchase intention through contextual reasoning. Theoretically, this research presents various contributions:

- **First**, this research empirically examines the proposed conceptual framework through an explicit social networking site, Facebook. Hereafter, the findings contribute to extending the insight into the advertising of social networking sites (SNSs) by offering supplementary indications for the influence of Facebook advertisements on consumer purchase intentions.
- **Second**, the present research attempts to widen the consumers' behavior mainly in the arena of millennials' perspective of SNSs advertising by proposing required additional variables (social media influencer marketing and consumers' online engagement) and integrating these with other three variables (entertainment, perceived usefulness, and purchase intention) to form a useful framework as the theoretical underpinning. Which underlying factors as the antecedents of Facebook ads of FBPs can strongly influence any specific cohorts' behavior, will be studied by future scholars applying this model. Furthermore, the research gap addressed in the earlier studies signifies that the integration of the stated theories and models as a comprehensive framework should be established. This proposed framework bears a new way to utilize Facebook advertising for driving consumer behavior into action by extending these theories and models for future academics.
- **Third**, the findings of this research shed light on the dimensions of consumers' online engagement in influencing millennials' behavior toward Facebook advertisements and purchase intentions in an emerging country context. Furthermore, each of the antecedents of Facebook ads performs separate functions towards purchase intentions, such as entertainment value induces consumers' pleasurable feelings, perceived usefulness improves purchase decisions, social media influencers' characteristics and relationship level with followers, and cognitive, affective, and behavioral engagement level expressed as like, comment and share as consumers' online engagement as a mediating variable, induce millennial consumers' intention to purchase altogether. In earlier studies, consumers' online engagement has been considered a dependent variable majorly in developed country context (Halaszovich and Nel, 2017; Chen, 2017; Agostino and Arnaboldi, 2016; Kabadayi and Price, 2014), but in this research, it is to investigate in a

developing country context whether the antecedents of Facebook ad influence through the mediating effect of consumers' online engagement significantly to millennials' purchase intention or not.

Such integration with the new experience of 'Meta' including upgraded business tools of Facebook: Facebook business suite, Facebook creator studio, Facebook live analytics, etc. are offering new stem of research for the future academicians who are studying the antecedents of Facebook ads, generational cohort theory and consumers behavioral factors in selecting diversified business domains both for developed and emerging country context.

This research aims to identify specific antecedents of Facebook ads informing the right audience in influencing intention-to-purchase and presenting a compact portrayal of the mentioned antecedents in the said context. Managerially, this research presents various contributions for the Facebook brand page owners or advertisers and marketers.

- **First**, brand owners in several business sectors are trying to find effective ways to influence present and future consumers to participate in their brand pages on SNSs to generate interest in their brands for future purchase orientations. The findings of this research facilitate the advertisers and marketers to focus on their advertising's entertainment value, perceived usefulness, and social media influencer marketing, in an integrated manner.
- **Second**, the marketers of local-fashion products, event management, and photography services utilize the findings of this research to target millennial consumers. The incorporated antecedents in the proposed model provide page owners with a frame of reference to predict the influence of powerful determinants of Facebook ads on consumers' purchase intentions. The indigenous clothing, handicrafts, and fashion accessory brands ensure their advertised brand's perceived usefulness by providing cozy fabrics, unique designs, varieties in colors, and affordable pricing which also preserve the native culture. These attributes include in the caption of the ads and fulfill the millennial consumers' expectations. The pure service-based event management and photography brand pages upload short videos or trailers of arranged or captured events including an appealing story as the caption behind these occurrences. These strategies encourage young consumers to comprehend the visual metaphor about the performance of the page owner. Moreover, the details of the pre-scheduling for the appointment from the post-purchase connection, and the payment method of various packages enhance these services' Facebook ads perceived usefulness.

- **Third**, the native-fashion enthusiasts in Bangladesh collaborate right influencers who can persuade young consumers to purchase desires along with ethnic fashion sense. Bangladeshi millennials are more prone to purchase and engage with Facebook ads through micro-influencers endorsement. Furthermore, as the event management and photography services are based on pure service and evaluated by after performance, the credible micro-influencers recommendation as the means of reviewing videos are perceived to be more authentic. These are expressed as a means of live videos or short videos while visiting the arrangement of the event, tasting the foods in the program, showing the behind-the-scenes incidence while arranging an event, etc. Along with these, the self-generated videos uploaded by the influencer share the experiences of capturing photos, and videos, and how the editing and printing process are accomplished by the photographer and the team on the page. Specifically, for wedding event photographers and event managers, these ideas are working best, as these two services are mostly adopted in wedding programs in Bangladesh (Rahman, 2016; Uddin, 2016). This evidence through the brand pages encourages millennial consumers to be influenced more towards the purchase intention of the said sectors services by interacting with the Facebook ads.
- **Fourth and lastly**, the pleasurable appeal, desired execution of the Bengali heritage, and catchy slogan in the ad by concentrating on the national and religious festivals, achieve entertainment value of the advertisement. It is to state that, as per the latest data, the brands operating on Facebook pages are targeting consumers from middle-class and lower-middle-class families and young consumers (Datareportal.com/2022-Bangladesh, 2022; Asjad, 2021; Chowdhury and Akter, 2018; Rabby, 2011). Thus, to upsurge these segments' purchase desire towards the advertisements on Facebook, these sectors seldom post discounts, offers, monetary incentives, and gifts, which could generate more engagement as well as purchase intentions. Such initiated activities of the marketers may increase target millennial consumers' hedonic interests in the advertised products to perceive the entertainment value of the advertising.

Therefore, the findings of this research contribute to social media behavioral research and generational theory by proposing a conceptual framework by systematically extracting relevant literature from an emerging country context. Additionally, this empirical research addresses advertisers' calls to comprehend millennial consumers' engagement on Facebook driving toward intention-to-purchase by proposing a conceptual model. Consequently, the body of knowledge of

SNA from a Facebook ad standpoint is enhanced.

1.8. Structure of the Thesis:

The entire study has been segmented into six chapters, which have been structured as follows:

Chapter Two: Chapter two represents the review of the literature which is followed by nine sections. Section 2.2 and 2.3 comprises the identification of relevant literature and literature review context with specific subsections. This study utilizes a systematic literature review as the process of identifying relevant literature in section 3. Furthermore, section 2.4 is comprised of about five sub-sections including the theoretical foundation of this study. Next, section 2.5 integrates the millennial consumer's usage of SNSs, and Facebook Advertising through Facebook Brand pages (FBPs) influencing consumer online engagement and purchase intentions. This chapter also includes the legitimization of the Facebook advertisements of fashion products, event management, and photography services in section 2.6 and the research gap is offered in section 2.7. Lastly, a conceptual framework is presented in section 2.8 and section 2.9 concludes the chapter by presenting the summary.

Chapter Three: This chapter represents six sections, in which the millennial consumers in Bangladesh use Facebook and the importance of Facebook advertising in local-fashion products, event management, and photography services Facebook Brand Pages in Bangladesh are highlighted. Moreover, this chapter discusses how social networking site (SNSs) advertising is getting popular in Bangladesh along with several statistical pieces of evidence and findings of earlier scholars regarding the evidence of Facebook advertising in Bangladesh and its practices.

Chapter Four: Chapter four talks about the research methodology, research design, and nature of data collection applied in this study. Moreover, how the survey and the questionnaire are designed in this study, validity, and reliability, sampling method, and execution of measurement instruments are discussed. Specifically, this research applies structural equation modeling (SEM) as a statistical technique to analyze the quantitative data, thus a brief discussion is provided on this aspect. Then, the ethical consideration is presented as the ending section of the chapter.

Chapter Five: This chapter is comprised of twelve sections, which are focused on the findings and discussions of this study derived from the research methodology in chapter four. This chapter explains the demographic information of the respondents in this study gathered through the data

collection. Moreover, how the data screening procedure is applied, and the analysis of multiple regression is deliberated on in the initial sections of this chapter. This chapter reports on how structural equation modeling (SEM) of the AMOS version 23 along with SPSS 26 are applied in this study which results from KMO and Bartlett's test of sphericity, exploratory factor analysis (EFA), and confirmatory factor analysis or CFA within the acceptable value range. Thus, after confirming the convergent and discriminant validity concerns, the chapter incorporates structural model examination and hypotheses testing, in which among the seven proposed hypotheses', five are supported with the partial mediation effects. It is to state that, the bootstrapping method is utilized as the mediation analysis in this study. Lastly, the findings and discussions on qualitative data analysis of the two open-ended questions are included which are analyzed manually through the thematic content analysis revealing quantitative results.

Chapter Six: This chapter presents mainly the contributions of the study comprised of a theoretical and managerial perspective, research implications along with managerial implications of the study, and recommendations. The recommendation section is highlighted the practical suggestion concerning studies' findings regarding the advertisers and page managers of local- fashion product companies, event management, and photography services on Facebook brand pages. Also, the studies' limitations and future research directions are elaborated on in this chapter.

Chapter 2: Literature Review

2.1. Introduction:

While the previous chapter has outlined the background of this research along with the problem statement and study significance, this existing chapter will represent an in-depth discussion of the research needs in focusing on the previous academic's findings. This chapter is divided into eight sections, which include sub-sections also. The next section (section 2.2) constitutes the identification of relevant literature review and after that, section 2.3 will enumerate social networking sites (SNSs) which are the combination of four sub-sections of definition, platform, SNSs influencing purchase intentions, and benefits of SNSs. Subsequently, section 2.3.3 to 2.3.4 will interpret types of social media and section 2.3.5.1 to 2 will elaborate on the importance of Facebook and its activities as an SNS, its effectiveness along with the Facebook brand pages (FBPs) influencing consumer engagement will be discussed in the sub-sections (2.3.6) to clarify the concept of Facebook in this study. Moreover, the effectiveness of Facebook Advertising in local-fashion products, event management, and photography services will be further included as a sub-section in this section. Next, Facebook Advertising through Facebook brand pages will denote in section 2.3.7, followed by consumers' purchase intentions in section 2.3.8. Thereafter, focusing on Bangladesh an overview of the millennial generation, their usage, and Facebook advertising in Bangladesh, will be offered in section 2.3.9 to 10. Then the largest section of this chapter (section 4) discusses the theoretical framework of the study is presented which consists of five sub-sections. Thereafter, section 5 incorporates the empirical review is included which comprises three sections, including millennial consumers' usage of SNSs, and Facebook Advertising through Facebook Brand pages (FBPs) influencing consumers' online engagement and purchase intentions. In the sixth section, how fashion products, event management, and photography services manage and benefit from Facebook advertising has been discussed with academic legitimation. Whereas section seven examines the identified research gap, and finally, the last two sections of this chapter accomplish by presenting the proposed conceptual framework and hypotheses of the study along with the chapter summary.

2.2 Identification of Relevant Literature:

The literature review is an intense process that combines the groundwork for accompanying any single research or conducting any project (Al-Qaysi et al., 2020). To analyze the social networking sites (SNSs) advertising academic literature focused on Facebook advertising, this research applies a systematic literature review approach (Trunfio and Rossie, 2021; Al-Qaysi et al., 2020; Arrigo, 2018; Alawan et al., 2017, Zhang and Benyoucef, 2016). This approach is suitable because, this research aims to discover areas in SNSs advertising for further research through detecting, categorizing, assessing, and understanding the existing research consistent with the specific research questions in the present research (Arrigo, 2018). In the systematic review process, the researcher can synthesize the indication of an affair or any system by justifying the new understanding (Trunfio and Rossie, 2021). Therefore, focusing to address the research gap in the Introduction chapter and reducing those gaps with the four specific research questions, this research applies a systematic literature review process for the identification of relevant literature. In addition to following the systematic literature review process, this research adopts PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analysis) by Moher et al. (2009) to provide a better comprehension of the stated research problem with the systematic inclusion and exclusion criteria.

2.1.1. Systematic Literature Review:

A systematic review is usually appropriate if the inquiry ground is varied containing categories of dissimilar indications for diverse questions, as proclaimed by Munn et al. (2018). This particular review focuses on a few research questions by categorizing, judgmentally assessing, and assimilating high-quality studies in a specified field (Siddaway, Wood, and Hedges, 2019). Differentiating between the scoping review and systematic review, Peters et al. (2015) asserted broader extensive search of literature review starts with scoping review for plotting them to reinforce key issues clarifying research evidence. Accordingly, Munn et al. (2018) found; that sometimes-scoping review is conducted for identifying relevant 'Piori' inclusion studies with very broad questions of the systematic review in underpinning available evidence crafting specific inquiries. However, this research is focusing to investigate one SNS, which is Facebook, and its advertisements influence on millennials' purchase intention in an emerging country perspective. Thus, to solve the few research questions on precise queries and to determine the indication for

appropriate practice, a systematic review is best revealed by Munn et al (2018) and Baumeister & Leary (1997).

The research synthesis in a systematic review is followed by an unbiased, clear, and organized process assuring the results are credible for end-users (Munn et al., 2018). Followed by an objective-based synthesis, a systematic search process serves unbiased data to the end readers integrating the author's expectations proved through evidence affirmed by Siddaway, Wood, and Hedges (2019). In line with this, Peters et al. (2015) also referred to systematic review as the meaningful, perfect, and achievable evidence for literature synthesis withdrawing specific questions. After recognizing the inconsistencies in the literature, the systematic reviewers propose a new conceptualization or model, or theory for future research problems (Siddaway, Wood, and Hedges, 2019). Analyzing the evidence-based practices, a systematic review examines the quality of those; after identifying the doubt and gaps in practices directing further research (Munn et al., 2018). The participant's demographic characteristics of the literature inclusion should be matched with the key review question reflecting the similarity and justification (Peters et al., 2015).

This research applies a systematic literature review process for some noteworthy reasons, these are:

- First, as the advertising strategies on Facebook are rapidly upsurging within all spheres of businesses in emerging country perspective, an empirical and comprehensive examination of the background drivers of the advertising effectiveness on Facebook in flourishing domains (event management, photography, and fashion) may assist practically and future research. This research applies for systematic review as it gathers visions and ideas of Facebook advertising impacting millennials' purchase intention as the theoretical pattern and results of previous academics.
- Second, the systematic literature review is applied in this thesis as the aim is more than just the accumulation of past research and selection of indicators, but also to detail minutely the similarity and contrasts of the findings with the previous academics and propose future research agenda with managerial implications. A clear conceptualization of theories and models applied to Facebook advertisements' effectiveness in targeting millennial consumers' purchase intention is included based on earlier scholars' findings.

- This research utilizes PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) (see **Figure 2.1**) for better clarification of the study identification to the inclusion criteria. In particular, the PRISMA is aimed to explore the insights revealed in the research on the effective antecedents of Facebook advertising in the sphere of Social Networking Sites (SNS). The PRISMA flow diagram is a useful visualization for evaluating relevant studies' flow of information through the four general phases while conducting the systematic review (Libguides.mq.edu.au/systematicreviews.com, 2022). Through the development of this diagram, the identification of the total number of academic studies, and the reasoning for the inclusion and exclusion in database searches make easier the literature synthesis process. By following this guideline, the present research categorizes evidence of the published and unpublished studies through PRISMA, therefore systematic review is suitable for this study.

2.2.1.1. Inclusion and Exclusion Criteria:

The researcher frames preliminary inclusion and exclusion criteria of the accessed literature analyzing theories, models, and methodological specificity to the domain to identify the gap, following the systematic review process (see Table 2.1). After identifying a larger pool of studies based on consumer behavior focusing on social networking sites (SNSs), the researcher emphasized including an intensive group of quality studies for further argument and clarity for the entire paper. Al-Qaysi et al. (2020, p. 6) specified that in any systematic literature review study there must be clear evidence of inclusion and exclusion criteria, data sources, and applicable search process. To assess the relevant studies' consistency with the present research, PRISMA is prepared in which four sequential phases are considered. These phases are included in the following sections:

In the identification of the literature, the initial file search through words associated with the title and abstract of the article has been done, as the first step (Peters et al., 2015). Here, 7,788 records were identified through Google Scholar, Emerald, Taylor, Francis, Elsevier, ScienceDirect, Wiley, Springer, Scopus database, JSTOR, and IEEE. These databases have been employed as these are covering a wider range of academic journals which are focusing on trending issues globally (Paul and Criado, 2020; Hudders, De Jans, and De Veirman, 2020). However, Google Scholar is mostly used in this research and included in the PRISMA (see **Figure 5 in Appendix B**), due to the

existence of the vast resources of abstract and citation sources used in recent reviews which are relevant to this present research (Trunfio and Rossie, 2021). Moreover, to gather the relevant research papers, academic thesis, and conference papers published on the topic of Facebook advertising up to February 2022, these databases have been implemented. 480 additional records from other sources, among these large numbers only 4,764 studies are considered after removing the repetition of many.

After confirming the specific four (4) research questions in this study, the researcher has identified a sample of publications covering the objectives suggested by Paul and Criado (2020). More clearly, to be included in the inclusion and exclusion criteria analysis, individually the studies must meet the following criteria which are adapted from Al-Qaysi et al. (2020), and are presented in **Table 2.1**.

Table 2.1: The Inclusion and Exclusion Criteria

Inclusion Criteria	Exclusion Criteria
Should include TRA, TAM, Advertising value Model, Social media influencer marketing, and consumers' online engagement regarding the SNSs perspective	Studies that include TRA, TAM, Advertising value Models, Social media influencer marketing, and consumers' online engagement without the perspective of SNSs
Studies that include SNSs in consumer purchasing behavior studies	Studies that do not include SNSs in consumer purchasing behavior studies
Studies should evaluate the influence of SNSs adoption	Studies that do not evaluate the influence of SNSs adoption
The studies must be published in a peer- reviewed journal, conference proceedings, or any reputed global university (in case of dissertations)	Case studies, inferior quality indexed journals and studies that are not based on market research
The language of the included studies must be written in English	If the language of the study is not English

Source: Present researchers' self-creation.

2.2.1.2. Data sources and search strategies:

In the second stage of screening, 551 studies are excluded by the researchers' subjective judgment of the study's titles, conceptual issues, and abstracts. Also, the retrieved databases are accepted by following specified keywords and index terms mentioned by Peters et al. (2015).

- To find all the available studies addressing research questions of current studies the author begins **to search** empirical studies, theories, models, chapters of the book, review papers, research synthesis, and dissertations in the social networking advertising category as database searching.
- For further clarification, the list of references, dissertations, and articles are searched and collected with appropriate language and published time. The present researcher prudently scrutinizes the quality of the evidence considering the connectivity and contextual relativity refereed by Siddaway, Wood, and Hedges (2019). During the careful review of the retrieved studies, the additional inclusion in the database search has been performed from the reference list of relevant research attached to each piece of evidence. After reading the title and the abstract of each identified study's eligibility for the search results (Siddaway, Wood, and Hedges, 2019), the researcher judiciously focuses on the full writing sensitivity' to 'specificity' for enclosure suitability. Further, these are reviewed manually for checking the quality aspects (Hudders, De Jans, and De Veirman, 2020). The key concepts, definitions, conceptualization, theories, models, relevant key variables, methodology, sample, findings, and limitations are critically evaluated by the researcher to excerpt the qualitative enclosure of the most pertinent information. This stage results in 4,213 studies for further investigation. However, in this list, there are 123 studies excluded due to the research on the tourism industry, followed by consumer trust and not specific marketing management topics.
- After that, the required keywords have been selected by identifying the keywords which are applied in newly published research on SNS advertising. At this stage, the screening of appropriate studies is conducted by specifying the keywords narrowing the effectiveness of Facebook advertising in influencing millennials' purchase intention behavior. These keywords are then entered in the Google Scholar, JSTOR, and Scopus databases with these commands; The keywords included in the search are; ("Theory of Reasoned Action in

Social Networking Sites” OR “Theory of Reasoned Action in Facebook Advertisement” or “Theory of Reasoned Action in Social Media”) and (“Advertising Value Model in the Facebook advertisement” OR “Advertising Value Model in Social Networking Sites” OR “Advertising Value Model in Millennials’ Purchase Intention) and (“Technology Acceptance Model in the Facebook advertisement” OR “Technology Acceptance Model in Social Networking Sites” OR “Technology Acceptance Model in Millennials’ PurchaseIntention”) and (“Consumers Online Engagement in Facebook Advertisement” OR (“Consumers Online Engagement in Millennials Purchase Intention”) and (“Millennials” OR “Facebook Advertising” OR “Social Media Influencer Marketing” or “PurchaseIntention”)).

2.2.1.3. Quality assessment checklist:

This review process directed the researcher to eliminate 1,696 articles that did not match the study objectives, language, or quality parameter, were not considered on any SNSs, were not based on popular models of consumer behavior, inferior quality journal, etc. The 2,517 remaining articles are carefully read by the researcher after this refinement process, and the keywords are added to each article. Based on these keywords, the papers and thesis have been segmented into a few research streams investigating the focus (see PRISMA in table 2.2). Within these streams, the researcher subdivides the gathered studies for examining the conceptualization of the study phenomenon. After these specifications, the researcher read full texts of the identified articles, thesis, and conference papers to explore the research gap and synthesized this literature as the final step of a systematic literature review.

In the fourth and last stage, inclusion, 1,279 studies are finally included for the synthesis and reviews (see table 2.2 for an overview of the studies).

Table 2.2: An Overview of the Behavioral Focus of the included Studies.

Behavioral Focus	Examined Area of Research	Studies
Attitude	Social behavior	Eagly and Chaiken (1993) Ajzen and Fishbein (1980) Gvili and Levy (2016) Tan and Chia (2007)

	Millennial consumers	Burnasheva, GuSuh and Villalobos-Moron (2019) Garanti (2020)
Consumer's Attitude	Social media marketing	Wang and Lan (2018) Jung et al. (2016) Ferreira and Barbosa (2017) Luna-Nevarez and Torres (2015) Raktham, Chaipoopirutana and Combs (2017) Lee and Hong (2016) Ahmed and Khan (2017), Ashmawy (2014), Cabiles (2018) Lukka and James (2014)
Brand Attitude		Chu and Kamal (2008)
Attitude and Purchase intention	Social media Influencer marketing	Wu (2015) Al Maadeed (2018)
Behavioral Intention	Behavioral action	Fishbein and Ajzen (1975) Madden, Ellen and Ajzen (1991) Ajzen (1991) Ajzen (1985) Ajzen and Driver (1991) Khare and Rakesh (2011)
	Social networking advertising	Lubis et al. (2019) Banniester, Keifer, and Nellums (2013) Nash (2019) Bounkhong (2017) Zhang and Mao (2016)
Intention to purchase	Word-of-mouth (WOM)	Erkan and Evans (2016) Ahmed et al. (2020) Zhung (2017)
	Social media marketing	Erdem, Durmuş and Özdemir (2017) Danieli (2016) Jambulingamet al. (2019) Kanthawongs (2019) Mayrhofer et al. (2020) Ünal (2019) Chu, Kamal and Kim (2013) Reiter, McHaney and Connell (2017) Davis (1987) Harwanto, Nuari and Christian (2020) Jermisittiparsert (2019) McClure and Seock (2019) Rajapaksha and Dk (2019) Dharmesti et al. (2019) Kountouridou and Ioannou (2018) Balakrishnan, Dahnil and Wong (2014) 186. Sudha and Sheena (2017) Kim (2019) Sethi, Kaur, and Wadera (2018) Noshita and Lestari (2019) Hutter et al. (2013) Dabbous and Barakat (2019) Duffet (2015) Julianto (2017) Irshad and Ahmed (2019) Pasricha, Jain and Singh (2020) Thomas, Kavya and Monica (2018)
	Social media influencer marketing	Lim et al. (2017) Djafarova and Rushworth (2017) Lisichkova and Othman (2017) Pasricha, Jain and Singh (2020)
	TRA	Belleau et al. (2007)
Perceived Value and Attitude	Social media advertising	Agora and Agarwal (2019)
Consumer Brand Engagement	Social media marketing	Van Doorn (2010) Dessart, Veloutsou, and Morgan-Thomas (2016) Agostino, D. and Arnaboldi (2016) Voorveld et al. (2018) Kabadayi and Price (2014) Dolan et al. (2016) André (2015) Florenthal (2019) Lilja (2019) Hollebeek (2011) Perreault and Mosconi (2018) Vivek et al. (2014) Tsai and Men (2017) Hollebeek et al (2014) Dwivedi et al. (2016) Ashley and Tuten (2015) Sanne and Wiese (2018) Jahn and Kunz (2012) Brodie et al. (2011) Sashi (2012) Carlson et al. (2018) Vivek et al. (2012) Halaszovich and Nel (2017) Chu

		and Kim (2011) Jayasingh (2019) Cvijikj and Michahelles (2013)
Online Brand Community Engagement		Florenthal and Chao (2015) Baldus, Voorhees and Calantone (2015) Tsai and Men (2013) Ruiz-Mafe, Marti-Parreno and Sanz-Blas (2013) Zheng et al. (2015) Gummerus et al. (2012) Bento Martinez and Martinez (2018) Han (2015) Brodie et al. (2013) Islam and Rahman (2016) Mollen and Wilson (2010)
Consumer Online Engagement	Advertising effectiveness	Calder, Malthouse, and Schaedel (2009)
Consumer Behavior	Electronic Commerce	Pinasang, Tulung and Saerang (2020) Eurén, Nordin and Vilumsons (2013) Amimeur and Noceras (2012) Issa and Isaías (2016)
	Social media advertising	Dehghani et al. (2016) Arora and Agarwal (2020) Yang (2012) Heinonen (2011) Hanna, Rohm, and Crittenden (2011) Harmouda (2017) Kim and Ko (2012) Alsamydai and Khasawneh (2017) Godey et al. (2016) Martinka (2012) Attia, Aziz and Friedman (2012) Kaplan and Haenlein (2010) Bolton et al (2013) Dao et al. (2014) Ho (2014)
Behavioral Focus	Examined Area of Research	Studies
Attitude	Social behavior	Eagly and Chaiken (1993) Ajzen and Fishbein (1980) Gvili and Levy (2016) Tan and Chia (2007)
	Millennial consumers	Burnasheva, GuSuh and Villalobos-Moron (2019) Garanti (2020)
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Brand Attitude		Chu and Kamal (2008)
Attitude and Purchase intention	Social media Influencer marketing	Wu (2015) Al Maadeed (2018)
Behavioral Intention	Behavioral action	Fishbein and Ajzen (1975) Madden, Ellen and Ajzen (1991) Ajzen (1991) Ajzen (1985) Ajzen and Driver (1991) Khare and Rakesh (2011)
	Social networking advertising	Lubis et al. (2019) Banniester, Keifer, and Nellums (2013) Nash (2019) Bounkhong (2017) Zhang and Mao (2016)
Intention to purchase	Word-of-mouth (WOM)	Erkan and Evans (2016) Ahmed et al. (2020) Zhung (2017)
	Social media marketing	Erdem, Durmuş and Özdemir (2017) Danieli (2016) Jambulingamet al. (2019) Kanthawongs (2019) Mayrhofer et al. (2020) Ünal (2019) Chu, Kamal and Kim (2013) Reiter, McHaney and Connell (2017) Davis (1987) Harwanto, Nuari and Christian (2020) Jermstiparsert (2019) McClure and

		Seock (2019) Rajapaksha and Dk (2019) Dharmesti et al. (2019) Kountouridou and Ioannou (2018) Balakrishnan, Dahnil and Wong (2014) 186. Sudha and Sheena (2017) Kim (2019) Sethi, Kaur, and Wadera (2018) Noshita and Lestari (2019) Hutter et al. (2013) Dabbous and Barakat (2019) Duffet (2015) Julianto (2017) Irshad and Ahmed (2019) Pasricha, Jain and Singh (2020) Thomas, Kavya and Monica (2018)
	Social media influencer marketing	Lim et al. (2017) Djafarova and Rushworth (2017) Lisichkova and Othman (2017) Pasricha, Jain and Singh (2020)
	TRA	Belleau et al. (2007)
Perceived Value and Attitude	Social media advertising	Agora and Agarwal (2019)
Consumer Brand Engagement	Social media marketing	Van Doorn (2010) Dessart, Veloutsou, and Morgan-Thomas (2016) Agostino, D. and Arnaboldi (2016) Voorveld et al. (2018) Kabadayi and Price (2014) Dolan et al. (2016) André (2015) Florenthal (2019) Lilja (2019) Hollebeek (2011) Perreault and Mosconi (2018) Vivek et al. (2014) Tsai and Men (2017) Hollebeek et al (2014) Dwivedi et al. (2016) Ashley and Tuten (2015) Sanne and Wiese (2018) Jahn and Kunz (2012) Brodie et al. (2011) Sashi (2012) Carlson et al. (2018) Vivek et al. (2012) Halaszovich and Nel (2017) Chu and Kim (2011) Jayasingh (2019) Cvijikj and Michahelles (2013)
Online Brand Community Engagement		Florenthal and Chao (2015) Baldus, Voorhees and Calantone (2015) Tsai and Men (2013) Ruiz-Mafe, Marti-Parreno and Sanz-Blas (2013) Zheng et al. (2015) Gummerus et al. (2012) Bento Martinez and Martinez (2018) Han (2015) Brodie et al. (2013) Islam and Rahman (2016) Mollen and Wilson (2010)
Consumer Online Engagement	Advertising effectiveness	Calder, Malthouse, and Schaedel (2009)
Consumer Behavior	Electronic Commerce	Pinasang, Tulung and Saerang (2020) Eurén, Nordin and Vilumsons (2013) Amimeur and Noceras (2012) Issa and Isaias (2016)
	Social media advertising	Dehghani et al. (2016) Arora and Agarwal (2020) Yang (2012) Heinonen (2011) Hanna, Rohm, and Crittenden (2011) Harmouda (2017) Kim and Ko (2012) Alsamydai and Khasawneh (2017) Godey et al. (2016) Martinka (2012) Attia, Aziz and Friedman (2012) Kaplan and Haenlein (2010) Bolton et al (2013) Dao et al. (2014) Ho (2014)
Consumer-brand Interaction	Social networking advertising	Azar et al. (2016)

Online Purchasing	User-generated-contents (UGC) and product reviews of social networking sites (SNSs)	Bahtar and Muda (2016) Burger (2014)
	Social networking advertising	Lim et al. (2016) Corrada, Flecha and Lopez (2020)
Influencer Marketing	Influencer Marketing	Brown and Hayes (2008)
	Social media influencer marketing	Nam and D�an (2018) Wahane (2019) Kalu (2019) Sekhon et al. (2014) Gillin (2007) Glucksman (2017) De Veirman et al. (2017) Burke (2017) Wen (2019) Dodd (2018) Booth and Matic (2011)
Focus	Examined Area of Research	Studies
Advertisement	Social networking sites	Maurer and Wiegmann (2011) Knoll (2016) Curran, Graham, and Temple (2011) Baglione, Amin, and McCullough (2018) Cho (2003) Kelly, Kerr, and Drennan (2000) Tran (2017)
	Mobile	Buzynna, Lukin and Greenstine (2014)
Advertisement Effectiveness	Value	Lavidge and Steiner (1961) Belanche, Cenjor and P�erez-Rueda (2019) Ducoffe (1995, 1996) Wiese, Mart�inez-Climentb and Botella-Carrubic (2020) Petty, Cacioppo and Schumann (1983) Vaughn (1980)
Social Media	Theory, applications, and trends	Dewing (2010) Mangold and Faulds (2009) Ngai, Tao, and Moon (2015) Edosomwan et al. (2011) Bowen (2015) Schaffer (2013) Boyd and Ellison (2008) Whiting and Williams (2013) Song and Yoo (2016) Kitchen (2013) Mayfield (2008) Ngai et al. (2015) Spencer et al. (2014)
	Social media brand pages interactions and perceptions	Maiz et al. (2016) De Vries, Gensler, and Leeflang (2012) Sabate et al. (2014) Vale and Fernandes (2018) Zhu et al. (2012) Helal, Ozuem and Lancaster (2018) Ramdan, Abosag, and Zabkar (2018)
	Usage	Muntinga, Moorman, and Smit (2011) Odoom, Anning-Dorson and Acheampong (2017) Iordache et al. (2015) Logan, Bright and Gangadharbatla (2012)
	Brand loyalty	Laroche, Habibi and Richard (2013)
	Electronic-word of mouth (Ewom) and User-generated-contents (UGC)	Hendrayati and Pamungkas (2018) Smith, Fischer and Yongjian (2012)
	Social networking advertisements' metric proposal	Oviedo-Garc�a et al. (2014) Peters et al. (2013)
Personal Behavior Theories	Technology Acceptance Model (TAM)	Davis (1989)
	Application of TAM on social networking sites	Rauniar et al. (2014) Phuong and Vinh (2017)
	Theory of Reasoned Action (TRA) and Theory of Planned	

	Behavior (TPB)	
	Affective theory	MacKenzie, Lutz and Belch (1986) Kahn (1990) Lutz (1985)
Generational Theory	Theory, investigations, and comparison	Moreno et al. (2017) Turner (2013) Ladhari, Gonthier and Lajante (2019) DeVaney (2015) Parry and Urwin (2011) Tugney (2015)
Internet	eWOM	Hennig-Thurau (2004)
Trust	Online	Hoffman, Novak and Peralta (1998)
Others	Mass media	Katz, Gurevitch, and Haas (1973)
	Brand commitment	Warrington and Shim (2000)

Source: Present researchers' self-creation.

Peters et al. (2015) recommended that in charting the most relevant empirical evidence the source details should be provided with all required inclusions to exemplify the most rational objective-based evidence in a table of summary. The relevant studies in this stage have been investigated thoroughly to identify the determinants of Facebook advertising influencing millennials' purchase intention (such as; methodology applied in the study, categories of the products, nature of the respondents, dependent objectives, key variables, methodology, population, key findings, limitations, and independent variables). **Table 1 in Appendix B** is justified what criteria as the quality assessment checklist is considered in the present research.

The researcher presently observes that in the chosen arena of advertising the literature has been published speedily, but the updated review is yet to be discovered. Also, a systematic review in this sector of consumer behavior is unaddressed with the worth focus on millennials' purchase intention influenced by consumers' online engagement, social media influencer marketing, and effective-accepted advertising characteristics on Facebook. Supporting the rationale proposed by Siddaway, Wood, and Hedges (2019) regarding systematic review, the researcher of this current study decides to operate the systematic review for useful exploration. Referring to the indications for a systematic review of Munn et al (2018), this research detects new areas for future research in the SNA arena by addressing the international evidence and conflicting results.

The rationale for including evidence as a decision guide must be clarified in the systematic review suggested by Peters et al. (2015). Hence, the current study is a qualitative research synthesis as the conceptualization of Facebook advertising is altering as this is always updating attributes for a better experience. For instance, a very noticeable change in Facebook is its rebranding strategy as

'Meta' in October 2021 (The Daily Prothom Alo, 2021). Also, the related study's findings are methodologically varied and none of them have investigated Facebook advertisements' effectiveness towards millennials' purchase intention mediated by consumers' online engagement influenced by certain variables from TAM, TRA, and influencer marketing altogether. These said models and theories were previously examined by the SNSs advertising researchers by employing systematic literature review, such as; Al-Qaysi, Mohamad-Nordin, and Al-Emran (2020) and Florenthal (2019) examined TAM, Trunfio, and Rossie (2021) and Florenthal (2019) examined consumer engagement and Ngai et. al. (2015) examined TRA. Similarly, Hudders, De Jans, and De Veirman (2020) adopted a systematic literature review approach to identify the strategic use of social media influencers (SMIs). On the other hand, Knoll (2015) adopted a systematic literature review of advertising in social media and presented a theoretical framework in which, seven relevant themes are proposed. These are the use of advertising in social media, attitudes about and exposure to advertising, targeting, user-generated content in advertising, electronic word-of-mouth in advertising, consumer-generated advertising, and further advertising effects.

To comprehend these matters, and to offer useful understandings considering its implementation in the future, this research applies to systematic literature review as the review process which involves the Theory of purchase intention (TRA), Advertising value model, Technological acceptance model (TAM), Social media influencer marketing and consumers online engagement as the main theories and models. The justification for the adoption of these theories and models in this research is because of the varied features of Facebook advertisements that are relevant to these theories and the extensive employment of these models and theories in social networking sites (SNSs) consumer behavioral studies. It is to include that; these six theories and models are the most widely practiced in predicting behavioral intention by integrating technology, social media, and advertisement. Therefore, supporting the justifications for systematic qualitative research synthesis by Siddaway, Wood, and Hedges (2019) the current research is a qualitative research synthesis. A synthesis of the most relevant studies has been prepared to support the present study in developing the research questions and hypothesis, which will be discussed in the following sections in this chapter.

From the table of the overview of the behavioral focus, it is clear that no single study has represented the combination of the said theories and models of the present research in the fashion,

event management, and photography services context altogether. Therefore, to fulfill these gaps the existing research attempts to investigate the latest SNSs studies which involved the millennial's purchase intention behavior in the specified contexts.

2.2. Literature Review Context:

2.2.1. Types of social media:

In internet-enabled media channels, users instantly enable two-way communication thus the rapid expansion of commercial messages are exchanged in a second (Nguyen, 2020; Anongdeh and Barre, 2019). Several scholars proposed the effectiveness of social media differently (Ngai et. al.,2015). Kaplan and Haenlein (2010) posited that Web 2.0 is the combination of basic functional tools (Adobe Flash, RSS, AJAX) to accomplish the task properly. Social media has become a very diversified form, such as; photo-sharing platforms, social bookmarking, gaming sites, video uploading, microblogs, business enterprise medium, personal blogs, product, and service review venues, and the virtual world (Tiruwa, 2019; Kaplan and Haenlein, 2011). In this digital era, consumers have the freedom to control the nature of the advertisements they want to get which was impossible in previous decades' traditional media (Nguyen, 2020; Anongdeh and Barre, 2019). Similarly, Luna-Nevarez and Torres (2015) suggested it is imperative to know in this social media-driven era how consumers' attitudes to purchasing intentions are stimulated through content-specific ads. Hamouda (2018) revealed by referring to the findings of Kaplan and Haenlein (2010) that, social media is categorized into six categories, such as; Facebook as a social networking site, YouTube as the blog-content community, Wikipedia as a collaborative project, etc.

Presently, the total number of social media users is 4.65 billion worldwide in April 2022, which accumulates around 60 percent of the global population (Datareportal.com, 2022). People use social media platforms for different purposes that need to be identified by marketers for enhancing their brand awareness along with successful campaigns. To build brand conversation, encourage consumer participation, managing relationships brand owners create profiles on social media (Erkan, 2016). Most importantly, without the existence of social media platforms such as; Facebook, Instagram, and Youtube, marketers cannot think about their strategies (Anongdeh and Barre, 2019; Khamis, Ang, and, Welling, 2017). Such platforms are divided into social networking,

text messaging, photo sharing, podcasts, streaming videos, wikis, blogs, and discussion groups (Hanna, Rohm, and Crittenden, 2011). These influence consumers' social and psychological attitudes toward buying behavior (Burke, 2017). Consequently, in classifying social media, Kaplan and Haenlein (2010) determined Facebook as a social networking site where self-disclosure is high than collaborative projects (Wikipedia), content communities (YouTube), and virtual games. On these platforms, people are spending nearly half of their time getting an unlimited number of benefits from communication to entertainment (Erkan, 2016). In **Table 2 in Appendix B** the types of social media are presented along with the examples.

Among the popular social media types, social networking sites (SNSs) are mostly used by marketers to fulfill objectives. Facebook is a type of SNSs for connecting people globally in the means of creating a profile, group, or page by which instant messaging photo-sharing, and live communication can be possible. The number of Facebook users in January 2022 is 2.91 billion globally (Statista.com, 2022). This SNS has become an effective marketplace for exchanging products and services both globally and locally (Shayne, 2022). To post short-text-based messages including videos and images from entertaining information to politics, Twitter is a type of microblogging social networking tool to message directly (Shayne, 2022). Compared to Facebook, Twitter has 436 million users up to January 2022 (Statista.com, 2022). Majorly sports brands, celebrities, and political figures are using Twitter for providing real-time updates to their followers. On the other hand, besides socially connecting and developing a relationship with people all over the world through social networks, LinkedIn is a social media site for meeting professional purposes by sharing content like texts, official resume, photos, and videos to establish a business relationship (Deyjan, 2022). In **Figure 3 in Appendix B**, the world's most used social media platforms are presented, in which Facebook the most used platform is followed by YouTube, WhatsApp, and Instagram until the latest data of October 2022.

In addition to social networking sites, instant messaging apps are gaining popularity for personalized communication, such as opening groups of selective people, distributing message to many users, monetary transactions, and many more (Shayne, 2022). WhatsApp and Facebook messenger are the two popular instant messaging applications for sharing updates and resolving consumers' queries. In WhatsApp, the total number of global users is 2.00 billion (Statista.com, 2022). Amongst the photo and media sharing apps, Instagram is the dominant photo-sharing site

as a means of sharing images, videos, and stories with the effect of filtering, 30-second short videos as 'Reels' and long-videos or live videos in IGTV on 'InVideo' (Shayne, 2022). The number of Instagram users in January 2022 is 1.48 billion globally (Statista.com, 2022). As Instagram is hosted by Facebook, which has become 'Meta' in 2021 (The Daily Prothom Alo, 2021), the Instagram Business profile can be operated by Facebook Business Manager (Connel, 2022). Also, Imgur has a similar function to Instagram launched in 2009, but it is majorly an image and GIF- based content-sharing site through which memes are shared as a niche community (Shayne, 2022). To think of Imgur as an advertising platform, marketers must generate their ads congruent with this platform and niche audience. As the video-sharing platform in photo and media-sharing apps, YouTube is the video content-sharing platform including search engine optimization (SEO), content analytics, live videos, and engagement strategies (Shayne, 2022). As an advertising platform, YouTube facilitates the advertiser's reach from the range of 'how to' tutorials to engaging-entertaining videos. There are currently 2.56 billion users on YouTube worldwide (Statista.com, 2022). Correspondingly, Vimeo is another video-sharing app assuring customized videos without advertisements including privacy settings to get the finest quality videos but in paid packages (Shayne, 2022).

In addition to the above, blogging and publishing networks such as WordPress, Medium, Tumblr, and Etsy Blog enable businesses to voice their brand attracting targeted consumers (Shayne, 2022). On the other hand, interactive apps are the categories of social media including the latest filters, coordination of music, and appealing features. Snapchat and TikTok are two famous apps in which users of TikTok upload their 60-second videos consisting in matching lips with songs, dancing, comment exchanging, etc (Deyjan, 2022). To satisfy the user base of TikTok, advertisers should develop short-attractive videos portraying the brand message. Along with these, the earlier form of social media is a discussion forum for in-depth information about marketing research, and community relationships which are not so useful for personalized brand messages, such as Quora and Reddit, in which Netflix is a sub-community of Reddit (Geysler, 2022). Besides, Pinterest and Flipboard are the two bookmarking and content curation social media variations for sharing unique ideas through catchy visualization of infographics, easy how-to-videos, and consistent insights (Shayne, 2022). Furthermore, Tripadvisor and Yelp are the review networks enhancing potential consumers' purchase choices by delivering authentic reviews in establishing brand acceptance,

which is carefully monitored by the brand owners to resolve complaints immediately (Deyjan, 2022).

Facebook is most effective among all SNSs regarding business decisions, as it creates new associations, engagements, and brand acquaintances which can be tracked, and user circulation can be increased by boosting strategy (Danieli, 2016; Spencer et. al., 2014). Furthermore, Irshad and Ahmed (2019) stated that Facebook is one of the popular social media capturing users' special attention by engaging their considerable time. Moreover, Idris et al. (2020) also posit that user-generated content with consumer engagement persuaded the highest on Facebook comparing other social networking sites. Additionally, Cabiles (2018) claimed that in 2018 Facebook users spend 35 minutes each day on smartphones more than 8 times. In December 2021, Facebook has earned \$28 billion in advertising profit, which is a milestone in social media advertising (Dean, 2020). In line with this, Tsai and Men (2017) recognized Facebook as the best media enriching communication, content, and consumer interaction for millennials. In addition to this, 75 percent of millennials globally affirm that Facebook ads influence their purchase intentions (Argyris et al., 2020). Millennials are born and grown in digitalization (Chen, 2017; Duffet, 2015); therefore marketers are concerned about the application of technology in intending to purchase specific brands.

Linking to the above discussion, Facebook offers the highest congruency in applying integration tools in content sharing from the personal to business-level among the types of social media. Giant marketers embrace Facebook business for creating more attachments as well as small-business owners can establish their online brands cost-effectively (Tanni, 2020; Aiman, 2020). The highest number of advertising audiences (**see Figure 4 in Appendix B**) occupied by Facebook enables the advertisers to collaborate with a massive number of users in forming a boundary-less relationship.

On Facebook, searching through keywords has become robust like Google search easing the accuracy of information accessibility about any person, brand, company, or posts that are posted previously. Besides developing professional relationships, the changed version of Facebook to 'Meta' has initiated many updates to its advertising tools and analytics which will support future marketers by bringing lead generation and engagement, such as Facebook Ads Manager, Automated Conversation Tracking Tool, Call- to Action (CTA) tool for conversion optimization, Custom Audiences feature, Remarketing tool (Shepherd, 2022). Furthermore, by following the

Facebook brand pages (FBPs) users get instant notifications about new posts where users can comment, like, and share the posts within a few clicks.

However, Facebook offers several advantages in influencing millennial consumers' behavior through several tools and strategies, which are not so prevalent among the other social media types. Facebook features such as newsroom, friends, timeline, reactions, messages, groups, events, marketplace, live streams, watch and many more are appealing to users' desire to spend more time on Facebook. For instance, on Instagram and Snapchat photo-sharing activity is more important besides, LinkedIn, WhatsApp, and other discussion forums are tailored to a certain demographic. Likewise, Twitter allows only 240 characters to post or tweet and lacks other updated ad strategies like Facebook. Facebook watch was launched in 2017 and is a separate page for users to search for videos (Kiaba, 2019), exposed as an interactive video platform compared to YouTube. Facebook brand pages (FBPs) are a massive community that includes demographics from all age groups, around 80 percent of adults aged 18 to 40 use Facebook (Statista.com, 2022), spending each day 2 hours and 24 minutes majorly on Facebook (Deyjan, 2022; Shepherd, 2022). Moreover, the extremely targeted audience defined by categories can unfailingly locate audiences globally and locally who use Facebook through smartphones (Geysler, 2022). Therefore, to interact with a bulk of potential consumers for business purposes advertisers must have a strong presence on Facebook. In line with this, the Engagement Analytics tool of Facebook can publish the ratio of the number of likes, comments, and shares of each advertisement post on Facebook daily (Connel, 2022), which are presently not available on other social media. Consequently, the existence of a large number of millennial Facebook users is targeted by advertisers through FBPs in which authentic and entertaining videos, images, stories (Tiruwa, 2019), discounts, promotions (Jayasingh, 2019), expert users testimonials (De Veirman et al., 2017), peers' recommendations are maximizing millennials engagement further impacting intention to purchase (Arora and Agarwal, 2021).

Thus, accepting Facebook as the frontrunner among social media driving millennials' purchase intention, this research aims to investigate the influence of Facebook advertising on Facebook brand pages (FBPs) impacting millennials' purchase intention by identifying the antecedents with theoretical support.

2.2.2. Definition of social media:

Edosomwan et al (2011) defined any internet-connected World Wide Web-enabled media as incorporating word-of-mouth, online forums, searching, sharing, and communication in real-time known as social media. Furthermore, social media marketing communication is the way any company drives their target consumers' behavior; to impel, induce and call up clearly or indirectly (Hendrayati and Pamungkas, 2018). These are the major antecedents of engaging products and services on social media (Hendrayati and Pamungkas, 2018). Mangold and Faulds (2009) defined social media as an international hybrid technology allowing immediate reach to users, and on-time connection with multi-media setups cited in Ngai et. al. (2015). Moreover, Ngai et. al. (2015) divided the term 'social media' and stated 'social' means actions performed by humans and 'media' denotes supportive web-based gears performing 'social' activities.

Social media is enriched by like-minded community individuals that advantageously deepen the interaction with intended spectators as well as marketers for relationships (Martinka, 2012). Similarly, it is a platform in which the members or users are interacting with other members whose values, ideas, and thoughts are very parallel, and in social media, contents are created, adapted, deliberated, and shared by the members (Florenthal, 2019). Citing Kaplan and Haenlein (2009), Ngai et. al. (2015) asserted that the term 'social media' can be interchanged with social networking, Web 2.0, and the virtual social sphere. Additionally, Wen (2019, p.11) stated more clearly that, "social media could be generally described as a form of website that gives the consumers the right to let out their opinions, views, search for reviews, discussion". Considering a large number of users, social media is highly exploited as an interactive platform to serve consumers (Wen, 2019). Social media has diverted the traditional means of communication instead, it applies the technological revolution which changed the way consumers' means of interaction and engagement (Tiruwa, 2019).

Moreover, social media is the most interactive channel with all the engaging features of users' ease of control (Belanche, Cenjor, and Pérez-Rueda, 2019; Zhung, 2017). Indeed, Sabate et al. (2014) recognized social media as the stimulator of communication through information adoption and socialization. Besides personal touch with relatives and friends, social media acts as a 'social media connection point' and a marketing tool for businesses, organizations, and brand-like entities to engage customers (McClure and Seock, 2019). Social media means the community of peoples'

functions, exercises, and behaviors distributing information, wisdom, thoughts, and judgment (Kim and Ko, 2012). Most often, social media is perceived as socializing digitally with strong collaboration among tied members in a community relationship (Wahane, 2019). In an aim to promote and increase the positive perception of products and organizations, several social media contents on social networking sites (SNSs) are manipulated by marketers, it is known as social media marketing (Anongdeh and Barre, 2019). Additionally, updated and latest applications of interconnected metaphors are defining a complex ecosystem of social media networking, sites, and applications (Hanna, Rohm, and Crittenden, 2011). Also, users on social media interact with each other by posting comments and stating opinions in a community contribution, thus, social media marketing is alternatively termed consumer-generated marketing (Anongdeh and Barre, 2019). Peters et al (2013) stated that the term 'social media has emerged from a socio- communicative perspective for reserving and representing information as well as the composition of social networks, structures, and stakeholders to form a complex set of bonding. In line with this, Zhung (2017) further narrated that it is a peer-to-peer collaborative-virtual community of content where mutual communication is interactively established. The social media network's upsurge is rapidly growing from the previous and it will be a continuing trend (Zhung, 2017).

2.2.3. Social Media Platforms and Social Networking Sites (SNSs):

Different social media networks serving numerous purposes evolved as a giant 'connection platform' (Ngai et. al., 2015). Social networking sites (SNSs) are formed by lists of connections with the systemic transfer of information on public profiles (Dewing, 2010). Also, marketers are covering a diverse number of selective audiences with their unflinching social media marketing formulas which tend to be a 'superb channel' replacing traditional marketing tools (Martinka, 2012). For instance, Martinka (2012) posits that consumers often ask the community's opinion on social media before any simple major purchase. Furthermore, Akdevelioglu and Kara (2020) stated that the faster acceptance of product adoption is happening due to the increased usage of social media and the role of social networking sites. Social media-driven companies encourage consumers to co-create content and develop deep connections evolving social media as the most interactive platform (Hanna, Rohm, and Crittenden, 2011). Connected to this, Ferreira and Barbosa (2017) emphasized that the effectiveness of social networking advertising (SNA) relies on consumers' behavior and the evaluation process. SNA lessens high website maintenance costs and

enriches the effectiveness of reaching consumers compared to mass media ads (Jermsittiparsert, 2019).

Boyd and Ellison (2008, p.211) defined social networks (SN) as “web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system”. The node of social networks is grounded on preferred connections, relationship building, and information sharing worth to be effective; considered as the location exists over the Internet (Luna-Nevarez and Torres, 2015). These connections in specified settings facilitate direct communication among consumers and further reinforce behavioral formation through targeted advertising (Luna-Nevarez and Torres, 2015). Social media is comprised of a wide array of activities and functions of content distribution, and opinion sharing about any individual or group of people’s concerns (Nguyen, 2020). Social networking sites (SNSs) merge similar characteristics of users connecting similar beliefs of published information on profiles (André, 2015; Kaplan and Haenlein, 2010). The variations of banner ads, videos, live videos, images, sponsored ads, brand pages, text messages, polls, discounts, offers and other incentives on social media networking sites are termed social media advertising content (Luna-Nevarez and Torres, 2015). The display ads are web-based graphical ads considered similar to web-based communication on any web sites exerted by Zhang and Mao(2016). Supporting Kaplan and Haenlein (2010), Reiter, McHaney, and Connell (2017) argued that all brands have multiple linkages to Facebook and other social networking sites to increase their reach and visibility. New relationships are formed by trust, engagement, and interactivity of one user with another extensive number of users (Reiter, McHaney, and Connell, 2017), thus social media marketing allows businesses to remain in the eye of the customer enhancing mutual feedback. Social networking sites (SNS) are a blend of applications accessing other users’ profiles by creating their profiles allowing quick message delivery and e-mail (Kaplan and Haenlein, 2010). Boyd and Ellison (2008) defined Social Networking Site (SNS) cited in Bento, Martinez, and Martinez (2018) as, enabling public or semi-public profiles, sharing connections through users list, and allowing individuals to be connected and communicated with others in a controlled setting. Jung et al. (2016) narrated that the wider acceptance of social media resulted in both threats and opportunities to marketers because consumers now engage in two-way communication. Adding to this, the usage of social media and its existence on any social networking sites (SNSs)

such as; Facebook, Instagram, and Twitter has become a necessary part of people nowadays (Nguyen, 2020; Anongdeh and Barre, 2019). Ngai et. al. (2015) defined researchers and academics exploring new insights regarding the social media revolution. Jung et al. (2016, p. 249) said, “Social networking advertising (SNA) can be defined as ad formats that engage the social context of the user viewing the advertisement”. However, previous research found that besides socializing; entertainment and information seeking are the major motives for actively using SNA (Heinonen, 2011). Attia, Aziz & Friedman (2012) narrated that social networking sites' (SNSs) acceptance in consumers' regular sphere of life increase the wider empirical and conceptual research. Reiter, McHaney, and Connell (2017) accepted that popular social media network applications modified the interconnection between people in person to business domain majorly in awareness of product information, ease of searching, and communication. The target ads on SNA exploit ‘profile data’ revealed by Jung et al. (2016) such as; name, demographic information, choices and preferences, group participation, likes on fan pages, and installed applications.

2.2.4. Social Networking Sites (SNSs) in Purchase Intentions:

Social networking sites (SNSs) currently emerging as one of the leading platforms for inducing purchase intentions (Danieli, 2016). Social networking sites (SNSs) as a mode of informational source attracting consumers with a blend of entertainment and community interaction (Ferreira and Barbosa, 2017). Danieli (2016) highlighted social media marketing systems enhancing purchase intentions on internet-based businesses, ticket purchasing, and auctions online, group purchasing. There are several social networking sites (SNSs) available for individuals corresponding to many uses. Such as; Spencer et al. (2014) identified YouTube as a video content-based media, Twitter as a microblogging site that encourage mini-messages with account holder and followers, LinkedIn for professional connection, Google+ and blogging with varieties of tools with a huge database of content, and, Pinterest and Instagram for photo uploading and sharing.

Seeking informative, useful, and entertaining content grasping targeted consumers' attitudes from trustworthy sources, social media conveniently persuade consumers' purchase intentions by engagement. However, in consumer behavior studies which factors of social media advertising motivate consumers' positive attitudes and affective purchase intentions are still limited (Luna-Nevarez and Torres, 2015). Associating to this, Lou and Yuan (2019) affirmed that SNSs strongly affect the way people communicate with each other in information sharing. Supporting Schaffer

(2013), Danieli (2016) found connectivity with others is one of the main motives because social media users increasing rapidly and marketers pull conversation of branded content among users into purchase intentions, which stimulates a huge volume of 'big data'. Marketers predict their business policy and consumer behavior by analyzing social networking sites 'big data'; such as; Facebook is most effectively exploited by businesspersons for making social kinship, engaging consumers with demanding content persuading the likelihood of purchase (Danieli, 2016). Consumers make their purchase intention by nationality and geographical belongings, surrounding friends or reference groups, and self-identifiable demography influenced by motivation and learning attitude (Danieli, 2016; Amimeur & Noceras, 2012). Facebook is the best-exploited social networking advertising platform promoting products to drive consumers' purchase intention (Jermstiparsert, 2019).

2.2.5. Benefits of social networking sites (SNSs):

Zhang and Mao (2016) stated that SNS is still evolving with growth and popularity however, no exact theory was developed to define social media advertising effectiveness. Chu, Kamal, and Kim (2013) said that "social media is a rich information platform in which users are constantly updated with information about brands from marketers or "friends (p.170)". Traditional media only implements marketers' assumptions of target consumers whereas, customized advertising on SNS increases advertising's effectiveness by integrating user-generated-contents and peer recommendations (Jung et. al., 2016). Social networking sites (SNSs) improve brand perception among consumers by disseminating and collecting information conveniently and effectively with feedback analysis, Song and Yoo (2016) identified this interaction as impossible in traditional media. All social media expand awareness into the engagement of traditional media, and also define the augmented meaning of brand evaluation, and attachment (Hanna, Rohm, and Crittenden,2011). Also, unlike traditional web-based ads, SNSs displayed attractive content enriched with graphical aesthetics, animations by banners, or sponsored links hardly recognizing whether the content is user-generated or sponsored Jung et al. (2016). Hanna, Rohm, and Crittenden (2011) emphasized marketers' consideration of conversion tracking on Facebook to perceive brand engagement and sales increase from 'likes' to 'purchases. Loyal consumers enduring story-telling approach should be encouraged for integrating the 'sphere of influence' (Hanna, Rohm, and Crittenden, 2011). The term 'S-commerce' means community-based 'social shopping' contacting

customers while interacting with more affinity, conversation, and personalization (Danieli, 2016). The graphical-animated audio-visual display of company-related information, straight responses, quick replies, targeting and reaching wider specific consumers by selecting demographics, tracking the promotional efforts, and return on investment by identifying individual clicks; are exploited benefits of social media marketing (Hendrayati and Pamungkas, 2018). Searching for information, seeking entertainment, reviewing opinions of experts or peers (Wen, 2019), and investigating the apparent usefulness before purchasing; are the main motivators revealed by social media academics (Wiese et al., 2020; Mukherjee and Banerjee, 2019; Rauniar et al., 2014). Ahmed and Khan (2017) posited that, before purchasing anything product information, pricing, and payment details are searched on the internet where social media has become the main interactive platform. Social media also enhanced the meaning of relationships with consumers (Ahmed and Khan, 2017), and marketers have taken this as an influential metaphor.

2.2.6. Facebook:

2.3.6.1. Facebook as a Social Networking Site (SNS):

Facebook is the best social networking site (SNS) founded in 2004 by Mark Zuckerberg soothing communication by means of user-generated photos, videos, audio, and blogs (Kaplan and Haenlein, 2010). Cabiles (2018, p.8) stated ‘Advertising is Facebook’s bread and butter’, where 20% of Facebook’s revenue from mobile advertising is earned by Facebook-owned Instagram accounts. Parallel to this, Ho (2014) stated that for expanding social connectivity, relationship cultivation, searching, and information sharing; Facebook is the most widely accepted social networking site (SNS) for researching millennials. Reasoning the popularity of Facebook usage among university students, Akdevelioglu and Kara (2020) asserted that, instant updates, connectivity, and sharing of information among friends, family, and peers are the ultimate reasons that millennials are using Facebook.

Technology-mediated web-based devices easily fulfill consumers’ information needs regarding various marketing-oriented information aiding marketers (Irshad and Ahmed, 2019). According to Tsai and Men (2017), referring to the findings of Brodie et al. (2011); social media interactive communication makes the user involve, integrate, and express an opinion in a shared environment which absorb the user’s cerebral, sensitive, and action forced aspects. Established in 2004 (Reiter,

McHaney, and Connell, 2017), Facebook is dominating the world in 2021 as the most active user social media site. Facebook as a social networking site (SNS) was introduced with control to informational access and promotional content over the Internet preferred by younger SNS users (Kelly, Kerr, and Drennan, 2010; cited in Cabiles, 2018). The design of this SNS is very much user-friendly and welcomes all users to be involved in any content and engage in the community (Ho, 2014); this is further similar to Kaplan and Haenlein (2010) who claimed it influences consumers' behaviors. The user has to create a personal profile with 'added' or 'confirmed' friends (other Facebook users), interact with messenger chat and receive notifications of friends' activities (Reiter, McHaney, and Connell, 2017), and posts status from their own 'wall' or profile, 'upload' images, go for 'live-videos', 'watch-party', follow favorite brand pages and influencers or join or create groups on Facebook. Analyzing several social media, Sabate et al. (2014) proclaimed that Facebook is the best SNS for achieving user interaction through brand content. It is the best social media platform for consumer reach revealed by the marketer's survey (Cabiles, 2018). Adding to this, Rajapaksha, and Dk (2019) specified that Facebook as an SNS serves consumers' informational needs as a means of opinions, reviews, recommendations, and ratings from friends of certain product usage. Consumer behavior is now majorly determined by social media activities in which online purchase intention is the prominent variable (Irshad and Ahmed, 2019). The ease of access and customized promotional features operating with the Facebook algorithm alternate the brand's touchpoints, changing consumers' decision process (Ho, 2014; Laroche, Habibi, and Richard, 2013). Facebook has been positioned in the top position in terms of content sharing activated by the maximum population of the world (Irshad and Ahmed, 2019).

Kaplan and Haenlein (2010) asserted that the entire number of Facebook users is more than any other populated country in the world, moreover; by February 2022 the active users of Facebook is over half of the global population, corresponding to a total of 59 percent (Connel, 2022). Moreover, the multiple access to reviews, self-originated videos, and images integrating brands on Facebook influence consumers' positive perceptions of its broader usefulness (Jung et al., 2016). Additionally, Facebook is allowing people to be more updated by reaching out to friends-family members (Martinka, 2012). Likewise, Facebook permits users to get authentic posts, images, and contents that express the real personality of a favorable person representing transparency as revealed by the findings of Martinka (2012). Connected to this, Belanche, Cenjor, and Pérez-Rueda

(2019) also stated that marketers are motivated to utilize online interactive social media for multilateral, faster, and specific reach to serve their content.

Not only in developing countries but social media marketing is well accepted rapidly in Asian developing countries also (Irshad and Ahmed, 2019). What could be the best strategy to persuade social media users' attitudes and purchase intentions is vague to marketers now, claimed Irshad and Ahmed's (2019) social media marketing perspective. These referred to how any social media user perceives the promotional content either positively or negatively as attitude, which drives consumers' responsive behavior to purchase on social media (Irshad and Ahmed, 2019). The Facebook community is comprised of brands, products, customers, and the company interacting with each other, where each entity is a co-producer with control of the involvement (Ho, 2014). Irshad and Ahmed (2019) explained that social media advertising can be alternatively used with social media marketing.

2.3.6.2. Effectiveness of Facebook Advertising:

Facebook is a convenient and creative platform for building a brand image (Kountouridou and Ioannou, 2018). Facebook is the most popular social media site for marketing trends that capture a massive audience worldwide (Mayrhofer et al., 2020). For instance, Wiese, Martínez-Climentb, and Botella-Carrubic (2020) claimed that around a third of the total population in the world uses Facebook and it is positioned as a must-integrated marketing tool in developing countries also. Idris et al. (2020) stated that developing a positive attitude toward any brand through commercial awareness is known as advertising. Specifically, the stimulus which is activated on Facebook as a promotional object motivating consumers to like, click, comment, and share the content is termed a Facebook advertisement (Wiese, Martínez-Climentb, and Botella-Carrubic, 2020). According to Cabiles (2018), Facebook advertising generally is considered paid social media advertising by specifying user demographics, searching by words, purchasing patterns, brand page preference, and sponsored posts applying Facebook algorithm and analytics.

Facebook advertisements are particularly developed by understanding the target audience's behavior ensuring more reach-engagement, whereas, general advertisements are prepared by only focusing on the utilitarian features of products on TV or other mass media ads (Wiese, Martínez-Climentb and Botella-Carrubic, 2020). Moreover, the advertisements on Facebook are effectively

exploiting users' creative content disbursement for fruitful interaction (Ferreira and Barbosa, 2017). The creation of profiles verified brand pages, groups and events permits diversified brands to serve the consumer delivering additional useful benefits of product information amusingly (Sabate et al., 2014). Profile pages, brand pages, and groups on Facebook provide a network of users' reviews and visibility as a form of advertisement along with news feed ad placement (Baglione, Amin, and McCullough, 2018). Luna-Nevarez and Torres (2015) also postulated that Facebook is the popular social networking site for addressing consumers demographic specific advertisements. For instance, paid posts are targeted advertisements on Facebook by narrowing down demographics, generally, these are advertisements in nature (Mayrhofer et al., 2020). The brand pages on Facebook containing likes, comments, and brand posts accelerate the popularity of brands enriching consumer interaction (De Vries, Gensler, and Leeflang, 2012). From 8 million in 2012, the number of Facebook groups doubled to 16 million in 2013 helping effective interaction (Kountouridou and Ioannou, 2018). Whereas, in 2022, more than 1.8 billion people are members of 70 million Facebook groups sharing similar behavior (Connel, 2022). It is revealed that the conversion or view-through rate of Facebook ads is nearly 9.21% of click-through rates (CTR) (Cabiles, 2018). The advertising attributes on Facebook such as Facebook messenger, visual aids (images and videos), contact information, user data, and the latest information influence user's purchase intention (Jermstiparsert, 2019).

Among three types of brand-related content that serve the users as per Facebook policy are paid ads, brand pages, and user-generated contents (UGC) found by Mayrhofer et al. (2020). Classifying these three types of Facebook ads, Jung et al. (2016) identified these three types as paid ads although the impression is organic (free) their existence on newsfeed is paid for by advertisers. On contrary, the brand contents on Facebook are of three types: home page ads, organic impressions, and social or newsfeed stories (Wiese, Martínez-Climentb, and Botella- Carrubic, 2020). In particular, paid advertising consists of carousel ads, sponsored posts, and click-through rate (CTR) whereas, newsfeed stories from brand pages are considered organic (free) ads on Facebook that can easily boost brand engagement, found by Wiese et al. (2020). Along with these types of ads, Cabiles (2018) stated that CTR or click-through rate is another useful type of measuring the ratio of action accomplishment of a user on a website. Likewise, Wiese et al. (2020) asserted that on Facebook ads the 'click-through rates' indicate the approximate purchase intention rate. Cabiles (2018) and Maurer and Wiegmann (2011) revealed that millennial Facebook users

are prone to respond to ads through these activities by checking their news feed frequently. As per, Lin and Kim (2016), sponsored advertising is a workable marketing tool for disseminating consumer-specific information on Facebook as the information any user searches on Facebook, what are their preferences (Lin and Kim, 2016). Such targeting is conducted by the sponsor or the advertisers to show their ads on the user's news feed for a concentrated brand experience (Lin and Kim, 2016). Accordingly, the more positively consumers respond to ad messages the more perceived value of entertainment and engagement are developed revealed by Wiese, Martínez-Climentb, and Botella-Carrubic (2020). However, Wiese et al. (2020) also specified that consumers 'liking' the brand posts are advertising-related behavior and 'visiting the brand page or purchasing from it' is company-related behavior on Facebook.

On Facebook, homepage advertisements (paid) and organic (free) impressions on a user's news feed are the two types of advertisements in which the user can comment, like, and share by their choice (Wiese et al., 2020; Curran, Graham, and Temple, 2011). Along with these two types, social impression advertisement is a type of Facebook ad which combines both paid and organic impressions such as; advertisements, users' comments and shares, and users' privacy concerns (Wiese et al., 2020). Also, Facebook brand pages play a major role in Facebook advertising regarding information access as intention-to-purchase Jermisittiparsert (2019). However, sponsored advertising uses SNS users' private information for the accurate reach of their promotional messages. In this aspect, Lin and Kim (2016) revealed empirically that invading privacy issues and intrusiveness negatively influence Facebook advertisements' perceived usefulness and consumers' attitude to purchase intention. Though, Lin and Kim (2016) also confirmed that if consumers perceive that they are getting 'useful' product information in the form of sponsored ads on their news feed their likelihood of engagement is rising influencing intention-to-purchase. This research is going to investigate the advertisements generated from Facebook brand pages, which are organic and paid ads that can be visible in users' news feeds.

2.3.6.3. Facebook Brand Pages (FBPs) Pursuing consumer

Engagement:

The product's perceived value is demonstrated clearly on social media through peer interaction, e-WOM motivates consumers to click on ads; which marketers consider remarkably (Erdem,

Durmuş, and Özdemir, 2017). E-WOM is mostly spread by social media, specifically Facebook brand pages used by millennials to share positive opinions more than other generations (Bento, Martinez, and Martinez, 2018). Regardless of geography and time restraints, social media brand pages convey product-related information (Erdem, Durmuş, and Özdemir, 2017). Globally over two-thirds of companies deliberately utilize social media networks as the preferred marketing tool (Erdem, Durmuş, and Özdemir, 2017). The popularity of social media shifted advertisement strategy engaging users through brand pages, where Facebook has 2.5 billion accounts (Kountouridou and Ioannou, 2018). Traditional ads are eroded now (Duffet, 2015), indeed a large number of social media users' data serve as the data mining source to predict future activities establishing a two-way relationship by Facebook brand pages (FBPs).

The brand pages on Facebook are one of the essential tools applied by marketers in building interactive brand communities cost-effectively (Rajapaksha and Dk, 2019). Facebook ads are mainly focusing on user content generation rather than direct promotional messages like banner ads on ordinary websites (Wiese, Martínez-Climentb and Botella-Carrubic, 2020; Ferreira and Barbosa, 2017). Phuong and Vinh (2017) described the Facebook brand page as functionally similar to a user's profile page representing brand objects with images, videos, event openings, and texts as content through posts. Creating an informative and target-oriented Facebook brand page flourishing with a deep connection with fans and users and successfully promoting products could be one of the ways of social media marketing to Wen (2019). Likewise, Wiese, Martínez- Climentb, and Botella-Carrubic (2020) and Sabate et al. (2014) narrated that Facebook connects the brand through numerous features through brand pages with multiple online communities. On the other hand, brands themselves can promote themselves by creating their brand page and spreading the attractive content conveniently by users 'like' or 'follow' (Mayrhofer et al., 2020). Often, Facebook brand pages (FBPs) are considered a tool to announce special offers, and discounts, share posts and win rewards for motivating sales followed by customer engagement (André, 2015). This has to be assured by the desired quality level of the consumers, as per Yang (2012). Therefore, consumers are engaged in meaningful relationships associating themselves with the powerful communication sphere of social media (Tsai and Men, 2017). The brand pages are stimulating experiences by enhancing relationships and the growth of acquaintances through engagement behaviors (Ho, 2014). Such engagement ensures users' peak of awareness is approached by marketer-controlled relevancy and retargeting (Kitchen, 2013).

The Facebook fan page is an effective tool for marketing communication (Lee, Hosanagar, and Nair, 2018) Tiruwa, Yadav, and Suri; 2016; Danieli, 2016). On Facebook, a brand community is formed, collaborating engagement with perceived advertising value to be connected with the brand (Ramdan, Abosag, and Zabkar, 2018). Becoming engaged on Facebook, the simple member converted to a fan of a brand page, gets notified either unreceptive or receptive influenced by cognitive and affective communal identity (Ho, 2014). However, the users involved in this process admiring the contents termed 'followers', Ferreira and Barbosa (2017) remarked followers express gratitude by 'likes'; the more likes on the page the more popular it is. Facebook is well-accepted among the larger user base as well as for business purposes as this SNS is very dynamic regarding consumer engagements in the form of likes, comments, and shares (Tiruwa, 2019). The satisfying feelings on social media activities (likes, comments, shares, and clicking on the ads) drive consumers further behavioral intentions toward the objects which arise in further pleasurable feelings (Lee, Xiong, and Hu, 2012). A useful and active fan page containing each-every detail of target-centric images, videos, regular updates, and quick replying to user's comments through applying the Facebook algorithm, retargeting, and conversion pixels (Connel, 2022; Geysler, 2022; Danieli, 2016). These fan pages are termed Facebook brand pages (FBP) in which the page admin uploads brand-related posts to perform as an advertising platform for Facebook which is described in the following part. It is noted that nearly all of the brands in this world have a presence of connection with their consumers, followers, and viewers by operating a page on Facebook(Tiruwa, 2019).

The attractive tools on social media brand pages represent the promotional posts in an aesthetic way which is mostly persuading young consumers consideration for purchase (Erdem, Durmuş, and Özdemir, 2017). Beyond, mass media where millennial consumers avoid advertisement; Facebook is capable to generate long-term loyal customer relationships with advertising as this platform is too interactive (Idris et al., 2020). The popularity of Facebook brand posts depends on reach, which is a tool applied to the news feed algorithm for promotional means (Ferreira and Barbosa, 2017). These strategies welcome new traffic to the brand page and the page admin induces fans to participate in the content through a conversation that stimulates engagement (Kitchen, 2013), almost all existing brands in the world maintain FBPs (Rajapaksha and Dk, 2019).However, Ünal (2019) elaborated that purchase intention through social media brand page generatethe expected outcome if the contents satisfy users, responsive marketers, offers, and promotions

are available with peers' interaction. Such kind of product awareness boosts acceptance of the positive brand image driving purchase intention and action revealed by Davis (2017). Targeting techniques on Facebook advertisements including promising advertising value and entertainment components increase the consumer's positive evaluation of the brand content (Ferreira and Barbosa, 2017). If the Facebook ad demonstrates the congruency of the brand with overall contents (images, videos, sounds, graphical effects, captions, peer comments) the user possesses a positive attitude and recognizes the ad as valuable (Cabiles, 2018). Specifically, if these objects are favorable products, services, or offerings consumers are enthusiastically recommending them to others or developing a purchase decision, as revealed by Lee, Xiong, and Hu (2012).

Through Facebook ads, the consumer can be engaged in many ways. Indeed, the more participatory engagement on a brand page from fans, the more possibility of purchase results converting fans into clients; which must be monitored as the daily activity of business (Jermstittiparsert, 2019; Schaffer 2013). For instance, McClure and Seock (2019), Tsai and Men (2017) and Yang (2012) argued that users spend their time majorly on social media if they are satisfied with the quality content with usefulness and entertaining values. However, the impact of Facebook brand posts should be critically analyzed by marketers considering the execution of SNS advertisements as well as the influence of these on consumer behavior (Ferreira and Barbosa, 2017). For instance, without properly defining the personalized relationship and engagement with brand content in social media, marketers don't want to initiate any organic campaign (Tsai and Men, 2017). This is directed toward, the differentiated strategies of social media marketing which are highlighting how successfully any social networking site (SNS) can engage consumers' interests (Tsai and Men, 2017).

2.2.7. Effectiveness of Facebook Advertising in Local-fashion products, Event management, and Photography services:

However, Facebook offers many user-friendly features responding to users' expectations. For instance, the Facebook algorithm can reach a specific set of targeted consumers by specifying the form of their behavioral action (Baglione, Amin, and McCullough, 2018). Moreover, Facebook advertisements are personalized with target consumers' desired content, features, and valuable information enhancing its credibility with the users (Tran, 2017). Stories on Facebook stay online

for twenty-four hours consisting of user-generated images, memories, and short and live videos; with animated effects appearing on the whole screen by clicking on them for 15 seconds following another story (Belanche, Cenjor, and Pérez-Rueda, 2019). When advertisements are represented in stories, the design-graphics-animations are all same with the top left labeled “advertising” (Belanche, Cenjor, and Pérez-Rueda, 2019). Also, location, demography, data of liking or following or visiting brand pages, app download, and keyword searches are some antecedents to make the advertisement effective. In line with this, Ferreira and Barbosa (2017) showed how newsfeed brand posts with perceived entertainment and usefulness drive consumers’ attitudes more than banner ads making consumers voluntary participation in electronic word-of-mouth (eWOM). Furthermore, to create brand awareness and lead generation Geysler (2022) estimated that, 2.28 million consumers have been reached up to December 2021. These two goals are now successfully fulfilled by the social media influencers’ endorsement on Facebook brand pages, who use hashtags, relevant product placement consistent with their followers, and having a follower base within 10,000 to 100,000 followers (micro-influencers) (Tahmid, 2022; Geysler, 2022). Alike the millennials in other countries Bangladeshi millennials install ad-blocking software to relieve from irritation of watching interrupted ads on their news feed (Cabiles, 2018). Therefore, user-generated content, e-WOM, and the voice of consumers on Facebook prepare the expert influencers (Ahmed and Khan, 2017), as powerful influencers and opinion leaders. It is seen in Bangladesh in past few years that, to induce millennials’ purchase intention the local-fashion houses place their handloom-based clothing to be worn by the native micro-influencers which is leveraging their follower base towards the brand’s Facebook page. Consequently, the event management services utilize young and efficient travel vloggers and food vloggers to uncut videos and live videos from their brand pages impacting millennial consumers, which accumulated to 52 percent (Geysler, 2022; Baglione, Amin, and McCullough, 2018). The ads containing short captions (up to 5 words) and aesthetic designs in videos and images (Cabiles, 2018), on the pages of these three sectors, persuade users’ attention. In amplifying consumers’ engagement through Facebook ads, marketers evaluate the likes of a particular brand post as the fondness towards the brand (De Vries, Gensler, and Leeflang, 2012). Similarly, the comments, views, number of shares, and clicking on the links are the magnitudes of consumer engagement on Facebook ads (Dessart et al., 2016).

Adopting the implicit local flavor and meeting regional users’ needs, Facebook is designed to organize all native touches of prominent traditions with unique-customized features (Tsai and

Men, 2017). Facebook ads specifically target users through the consent given by users to utilize publicly available profile information (Cabiles, 2018). Understanding the importance of Facebook brand pages, globally over 200 million businesses use Facebook for establishing their brands' presence to connect with consumers (Connel, 2022). For instance, in Bangladesh, over 300,000 businesses are operating through Facebook (IDLC.com, 2022), in which local-fashion products, clothing, and footwear are popular (Chowdhury, 2021; Hossain, 2021; Rabby, 2011), event management (Uddin, 20218), and photography services (Rahman, 2016). Also, through Facebook 78 percent of consumers search for their desired products (Connel, 2022). As a large number of people from Bangladesh have a presence on Facebook (52,765,000 users in December 2021, Napoleoncat.com, 2022) where 44.2 percent of users are aged 18 to 24, therefore, advertising through Facebook is the best measure for marketers to target the young people in these three domains. The business of fashion products in Bangladesh is dependent on yearly festivals, and religious occasions as a significant number of consumers purchase necessary clothing, fashion items, and ornaments focusing on these occasions (Rahman, 2019). Through the available geographic and demographic data presented with the Facebook algorithm of content relevance, the marketers of indigenous-fashion products in remote areas of Bangladesh are increasing traffic and boosting sales to their pages. Moreover, the number of the increasing nuclear family, middle-class people, and the technological and economic development of Bangladesh (Businessdaily24.com, 2022; Uddin, 2018), persuades enthusiastic millennials to start event management services through Facebook brand pages. Especially social events are mostly adopted by the millennials to be organized by event planners, in which wedding program is most common. And, to capture the photos and videos of these events in a professional manner photography services through the Facebook brand page are currently another popular choice among millennials (Nbyit.com, 2022; Rahman, 2016; Hoq, 2015). Importantly, every month users on Facebook click on a minimum of 12 ads, in particular females are clicking on 15 ads (Connel, 2022). Moreover, to attract target-specific consumers Facebook ad technology has implemented ad targeting, self-reported demographics, the location from where the ad is watched by people, and the number of people who have seen the ad (Facebook.com/business, 2022). The global positioning system or GPS on smartphones allows Facebook advertisements to be more customized and demographic-specific (Cabiles, 2018). These advertising estimates support the marketers to target the consumers appropriately through the ads whatever the location or product category.

2.2.8. Facebook Advertising through Facebook Brand Pages (FBPs):

Facebook is an online platform that businesses admire, utilize and view as a tool to be implemented as a promotional strategy and content marketing (Hoang et al., 2021). Research has previously exposed that, a Facebook page is very useful in influencing purchase intention (Baglione and Tucci, 2018). Moreover, compared to other SNSs Facebook advertisements are less costly and can be easily developed by selecting a few functions (Wiese and Akareem, 2020; Baglione and Tucci, 2018). Garcia (2020) identified that the Facebook brand page (FBP) is a marketing tool utilized for the business purpose of better consumer connection and making consumers be acknowledged the details of the nature of the business. On Facebook, sharing brand content can increase 4.3 times as much, and commenting can increase 3.2 times as much for consumer future purchase willingness, as revealed by Baglione and Tucci (2018). Lee, Xiong, and Hu (2012) claimed that a Facebook page is a virtual group where similar-minded people join together to begin their interaction level. Community involvement on Facebook such as comments, liking, and sharing activities of consumers influences purchase intention faster than any other means (Lee, Hosanagar, and Nair, 2018; Baglione and Tucci, 2018). A Facebook brand page includes full effectiveness like a fan page which is formed by an authorized company or organization to connect with consumers (Lee, Xiong, and Hu, 2012).

As per the published records of Facebook, consumers tend to watch ads that do not have a direct promotional message in nature (Wang, 2021; Baglione and Tucci, 2018; Muk, 2013). The default features, algorithms, and ad targeting of Facebook encourage consumers to develop a community and participate more through comments and likes on images, videos, and other content rather than on Twitter and YouTube (Logan, 2014). For example, in any advertisement on Facebook (home-page ads) if any user is mentioning his/her friend's name this is leading the user as a potential consumer toward the advertised brand (Baglione and Tucci, 2018). Females are preferring to maintain a relationship on Facebook also have positioned higher in terms of using Facebook than males, whereas, males prefer entertainment while using Facebook (Thuy and Ha, 2020; Zhao and Wang, 2020; Baglione and Tucci, 2018; Lee, Hansen and Lee, 2015). Moreover, Knoll (2015) asserted that brand pages on SNS are an arrangement that is sponsored by the advertisers working as a brand community. In these pages, organizations stimulate the consumer's voluntary

participation to 'like', 'comment', and 'share' the brand posts uploaded by the marketers themselves (Knoll, 2015; Muk, 2013). Through FBP, regardless of geographical location and time actual and potential consumers can contact the page owner (Garcia, 2020). Additionally, consumers can see each other's activity on these pages which encourages them to be involved with these pages directly (Knoll, 2015). Knoll (2015) stipulated that the SNS users' willingness to join the brand pages happened due to the understating of the perceived usefulness or the inherent benefits of following these. To extend consumers' understanding of perceived usefulness, Muk (2013) recommended that the brand pages should activate entertaining and persuasive messages generated by opinion leaders. On the other hand, Gironda and Korgaonkar (2014) exposed that, consumers are driven by their behavioral intentions to join the brand pages. The products and services and the characteristics on the brand pages must be synchronized with the user's preferences and lifestyle (Knoll, 2015; Muk, 2013). Moreover, it is easier for both the marketers and the consumers to be notified about the needed brand information as the updated information will be displayed on their home page after 'liking' the brand page (Knoll, 2015). Adding to this, Facebook ad targeting and personalized techniques on Instagram, WhatsApp, and Messenger unfailingly increased users' interest in its usage (Van den Broeck, Zarouali, and Poels, 2019). From the marketer's perspective, the most active and interested users of a brand page are most beneficial as they provide necessary information about new offerings (Knoll, 2015). These interested consumers further turned to be 'opinion leaders' or 'brand advocates' on Facebook to motivate other users' participation on these pages (Knoll, 2015; Gironda and Korgaonkar, 2014). In this way, consumer targeting and reach are easily possible on SNSs brand pages. But, Knoll (2015) further disclosed that, if the brand publishes posts weekly after five days, there is a chance to miss the brand updates as the user's news feed is saturated.

In defining brand experience in the Facebook brand page context, Chen et al. (2013) proclaimed that brand-classifying colors, forms, outlines, slogans, and characters make consumers' conceptualization distinctly choose among the brand among the competitors. Wiese et al. (2020) and Sanne and Wiese (2018) stated that compared to other website ads, Facebook ads of brand pages are often difficult to differentiate from general user-generated content. The customized tools available for FBPs support marketers by developing Facebook advertisements, and marketers can ensure maximum visibility through Facebook advertisements (Garcia, 2020). On the Facebook brand page, a user may have a transformation of cognitive, affective, and behavioral responses

either personally or communally (Chen et al., 2013). Consequently, Cho and Son (2019) asserted that a brand's Facebook page performs the multitasking function including interactive communication, enhancing the shopping experience and product experiences, therefore all of these activities influence user's behaviors.

Facebook advertising either sponsored or organic, generated from the brand pages influence consumer behaviors. Users tend to develop a communal association on Facebook, which is majorly sourced from Facebook pages (Wiese et al., 2020). For example, if any user responds to any brand content on Facebook, the other friends of that user will be reinforced positively to visit the brand page or perceive favorably about the brand (Logan, 2014). Thus, these behaviors lead the consumer to further approach promotion-focused inclinations (enjoyment) regarding any brand or product-related outcome (Wiese et al., 2020). Thus, peer influence on SNSs regarding brands directly impacts consumers' consideration (Logan, 2014). It is also found by research that, consumers who have become a fan of the Facebook page tend to generate a higher amount of positive word-of-mouth and develop remarkable emotional attachment (Lee, Xiong, and Hu, 2012). Therefore, Facebook pages are an indispensable marketing tool for businesses which includes all the interactive features establishing communication and impacting consumers' behavior.

2.2.9. Consumers' Purchase Intentions:

Purchase intention is the apparent probability of buying any product/service in near future (Karamchandani, Karani, and Jayswal, 2021; Trivedi, Deshmukh, and Kishore, 2020). Purchase intention is one of the remarkable indicators to determine consumers' behavioral outcomes relevant to advertising effectiveness (Dehghani et al., 2016). In defining, consumers' purchase intentions, Fishbein and Ajzen's (1975) 'Theory of Reasoned Action' (TRA) is the best suitable theory which is been applied by a noteworthy number of SNSs researchers, e.g. Riaz and Sherani (2021); Cho and Son (2019), Fard and Marvi (2019), Bianchi and Andrews (2018), Lee and Hong (2016), Mukand Chung (2014) and Hsiao and Chang (2014).

Fishbein and Ajzen (1975, p.368) stated that "if one wants to know whether or not an individual will perform a given behavior, the simplest and probably most efficient thing one can do is to ask the individual whether he intends to perform that behavior". To determine human behavior, TRA is the most renowned and applicable theory in any field (Fishbein and Ajzen, 1975). TRA is a useful framework to predict human behavior in any advertising media by presenting the

understanding of the definitive behavioral intention shortly, argued to Lee, Hansen, and Lee (2015). Moreover, purchase intention is a combination of a multi-step process to uphold a certain category of products knowledge (Sanny et al., 2020). Specifying the application of TRA from a social media perspective, Bianchi and Andrews (2018) stated that an individual's behavior is ascertained by their willingness to conduct the behavior as they want to do so within the time and situation. In defining purchase intention, Arora and Agarwal (2020) stated that when consumers have the preference to purchase the selected brands in the upcoming future, it is the purchase intention. How any SNS user personally expresses his/her behavior towards the online advertisement is referred to as 'volition behavior' in the TRA of Fishbein and Ajzen (1975) (Lee and Hong, 2016). On contrary, Dabbous and Barakat (2019) asserted that consumers' purchase intention is the consumer's interest in any brand or offering which originates from the individual's cognitive behavior. In TRA, Fishbein and Ajzen (1975) specified that each person's behavior is corresponding to the integration of their attitude and the subjective norm (Lee and Hong, 2016). If the societal norms and positive attitudes altogether affect consumers' purchase decisions, the intention can be finally converted to purchase (Arora and Agarwal, 2021, 2020; Muk, 2013). The more favorable a person's attitudes and subjective norms to any action, the chance of performing that behavior is likely to happen (Muk and Chung, 2014).

In TRA, attitude is the individual's operation of the observable beliefs evolved through thought and observation, information gathered from any third party (Bianchi and Andrews, 2018; Fishbein and Ajzen, 1975). Some academics define, attitudes while applying TRA as the fundamental relationship between attitudes and intentions to act on any behavior (Cho and Son, 2019; Bounkhong and Cho 2017; Muk, 2013). Indeed, it is a major role player in consumers' intention to purchase (Fard and Marvi, 2019; Ajzen, 1991). The way any individual assesses the nature, quality, and aim of any advertisement depends on the attitude that is held by that person (Arora and Agarwal, 2021; Fishbein and Ajzen, 1975). Likewise, the gathered beliefs thoughts and observation, and secondary information strengthens individuals' favorable and unfavorable attitudes regarding the behavioral outcome of the attitude (Bianchi and Andrews, 2018; Fishbein and Ajzen, 1975). Also, Muk and Chung (2014) affirmed that attitudes influence people's cognitive concerns and affective spirits which is guiding people's behavior. In particular, Lee and Hong (2016, p. 362) defined attitude toward advertising by mentioning Lutz (1985) that, a tendency to respond in a satisfactory or unsatisfactory way to a specific advertising incentive

within a specific instance. Simply, positive or negative evaluation while executing actions denotes an individual's attitude (Muk and Chung, 2014). Therefore, this is indicating that attitude toward advertising is generally considered as the assessment of the advertisement (Lee and Hong, 2016). For this research, attitude is the degree to which any millennial consumer is forming his/her favorable and unfavorable assessment as an individual, about intending to purchase through the advertisements on local fashion, event management, and photography services Facebook brand pages. In particular, in this research, attitude is defined as the consumers' willingness to accept Facebook advertising to purchase.

Fishbein and Ajzen (1975) developed TRA to examine the connectivity among the attitude, intention, and behavior of the individual in which, the subjective norm is an underlying fact (Yanget al., 2014). TRA by Ajzen and Fishbein (1975) defines the consumer's buying behavior as influenced by 'subjective standards' (subjective norms) consisting of friends, family members, and peers (Hoang et al., 2021). Moreover, Lee and Hong (2016, p.361) posited that subjective norm as the external driver and 'positive user response' as an attitude as the internal driver, jointly form the way any user responds to SNSs ads. Subjective norm means the perception of the individual about the other people in their lives will consider the behavior (Lee, Hansen, and Lee, 2015). Subjective norm is the individuals' acuity regarding the communal pressure while executing the behavior (Muk and Chung, 2014). This is alternatively termed 'social influence' by Hoang et al. (2021), but scholars also alternatively termed subjective norms as 'social pressure' or 'social influences' or 'social norms' which is extended with the 'explicit or implicit concept' of using technology (Lee, Hansen and Lee, 2015). On Facebook, the understanding of subjective norms remarkably affects consumers' reasoning of other peoples' considerations when making any decision about the future (Lee, Hansen, and Lee, 2015).

Associating the concept of the subjective norm in TRA, Muk and Chung (2014) affirmed that in a web-based community, consumers' willingness to exchange ideas with other consumers is more fueled if they have the same interests and philosophies (Mangold and Faulds 2009). Indeed, the degree of the cognitive depiction of an individual's enthusiasm in behavioral performance is known as behavioral intention as per Lee and Hong (2016). Such exchange of ideas in the SNS community (within the brand pages or groups) is leveraged by the page owners to have deep insights into consumers' preferences, specifically identifying the loyal consumers on their brand

pages (Muk and Chung, 2014). Online purchase intention is the favorableness of a consumer to buy a product or service from a website (Shaouf, Lu, and Li., 2016). To adopt new technology or product information, consumers have to consider how their peers conform to the adoption (Muk and Chung, 2014).

In this present research, TRA is applied as the theoretical framework for predicting millennial consumers' purchase intention behavior. To meet the current research objectives, this research defines purchase intention as the consumers' sign of purchasing within the upcoming future through Facebook advertisements on Facebook brand pages of local-fashion products, event management, and photography services. And consumers' online engagement with the Facebook ads of these three businesses may influence positive responses (likes, comments, and shares) (Hollebeek, 2011; Van Doorn et al., 2010) in the means of cognitive, affective, and behavioral expressions which go beyond communications in this research.

2.2.10. An Overview of the Millennial Generation and Facebook advertising in Bangladesh:

2.3.10.1. Millennial Generation and their use of Facebook:

In the classifications of generations, Nguyen (2020) found silent generation (traditionalist), baby boomers, generation X, millennials (generation Y), and centennials (generation Z) are the five types with a unique way of a grown-up, economic environment, and technological sufficiency. Millennials are termed as the 'digital natives' born within technological efficiency and in the era of the Internet (Nguyen, 2020). Indeed, Anongdeh and Barre (2019) stated that more than 60 percent of social media users are belongs to the millennial generation category born between 1980 to 2000. This is also supported by Tugney (2015). However, according to Argyris et al. (2020), millennials who were born between 1981 and 1996 likely spend more time on Instagram, Facebook, and YouTube using their phone. on the other hand, Dabbous and Barakat (2019) exposed that millennial, or generation Y dependent on technology, and are born between 1981 to 1999. Through this evidence, millennials are aged right now 22 to 40, but, DeVany (2015) stated millennials are aged 23 to 35 years. Whereas Tugney specified this cohort is aged between 18 to 23, Kanthawongs (2019) clarified millennials aged between 18 to 38, and 18 to 35 aged people are perceived as millennials by Agora and Agarwal (2019) and Bolton et al. (2013). However,

analyzing these indications, this research postulates the millennial generation who are born between 1980 to 2000, supported by, Nguyen (2020), Anongdeh and Barre (2019), Kanthawongs (2019), Chen (2017), Bounkhong (2017), and DeVaney (2015).

The characteristics of the millennial generation are easy to comprehend, as it is combined with a unique set of characteristics (Karamchandani, Karani, and Jayswal, 2021 Kim, 2019). Born in the twentieth century, millennials are highly ambitious with a sense of privilege (Nguyen, 2020). Several academics in the SNSs advertising domain examined this cohort's behavior after observing their dependency on Internet and SNSs. For instance, millennials are often termed as 'Facebook generation' (Karamchandani, Karani, and Jayswal, 2021), 'Nexus generation' (Dabbous and Barakat, 2019), 'Peter-pan generation', and 'Digital natives' (Bolton et al., 2013), as they want to live their lives by their own decisions in which technology and Internet have the dominant influence (Ladhari, Gonthier and Lajante, 2019; Kim, 2019, Martinez and Martinez, 2018). It is proclaimed by Duffet (2015) that, millennials are the 'tech-savvy' generational group adopting technology in all their surroundings. This generation depends on social networking sites (SNSs) as the communication media considering them the most convenient for digital gadgets (Anongdehand Barre, 2019; Nguyen, 2020). Adding to this, millennials are efficient in technological know-how and evaluate products and services differently than other cohorts by using SNSs (Anongdeh and Barre, 2019).

Millennials are generating their purchase decision by observing their fellow users' experiences through social media, but not the influence of any direct media advertisement (Nguyen, 2020; Belanche, Cenjor and Pérez-Rueda, 2019), which is known as reviews. Also, Logan (2014) found that this generation is more responsive to monetary rewards, incentives, discounts, and coupons in advertisements in any media. It is revealed by the latest data that, social networking site (SNS) users aged 18 to 38 spend 2 hours and 24 minutes each day on SNSs to pursue many activities (Deyjan, 2022; Shepherd, 2022), which get relaxing time, product information search and watching videos of favorable sources are prominent (Datareportal.com, 2022). Nguyen (2020, p.36) has predicted that within 2020 millennial consumers' average earnings will exceed compared to generation X (who was born between 1965 and 1977) globally (Turner, 2013).

In particular, Facebook and Instagram are the two popular SNSs for generating persuasive communication used by millennials worldwide, as revealed by Karani and Jayswal (2021), Wiese

and Akareem (2020), Nguyen (2020), Mukherjee and Banerjee (2019), Baglione and Tucci (2018), Knoll (2015) and Mangold and Faulds (2009). In terms of advertisements nowadays, millennials value advertisements with social benefits, brand value, and discounts (Nguyen, 2020). Before engaging in any activity, individuals willingly progress toward behavioral intentions to accomplish the activity (Kim, 2019; Muk and Chung, 2014). In this regard, Sanny et al. (2020) defined purchase intention as the action toward the purchasing of a product or a service in near future. How millennials evaluate SNSs advertising and which factors influence this cohort more, has been investigated in various aspects, but majorly on purchase intention behavior. For example, Sanny et al. (2020) investigated skincare product purchase intention among Indonesian male millennial social media users purchase intention. The authors (2018) further empirically proved that consumers develop their cognitive knowledge of the features and benefits of the product they intend to purchase. Additionally, Lee, Xiong, and Hu (2012) researched Facebook event pages reasoning that these pages facilitate fans' intention to join which is strongly influenced by perceived usefulness. Shaouf, Lu, and Li. (2016) investigated online purchase intention among a sample of online shoppers and found web advertising visual design positively stimulates users' brand attitude. Hsiao and Chang (2014) investigated TAM and TRA from the perspective of mobile advertising on millennial consumers' behavioral intentions.

2.2.11. Facebook advertising in Bangladesh:

Bangladesh is a developing country in which the number of Facebook users is 52,765,000 up to December 2021 (Napoleoncat.com, 2022). The access of 96 million Internet users in June 2019 is indicating the technological development in this country, which is influencing the use of SNSs (The Daily Prothom Alo, 2021). Among all the social networking sites (SNSs) Facebook is the number one since its inception in December 2008 (Bdnews24.com, 2020). As per the published report of Statcounter.com (2022), currently, 93 percent of users use Facebook, of which 30.5 percent of the total population in Bangladesh is a user of it (Napoleoncat.com, 2022). The report of Napoleoncat.com (2022), further revealed that users aged 18 to 34 occupy 75 percent of the entire user group on Facebook. Internet proliferation is upsurging in this country, as the latest report of DataReportal.com (2022), published that currently, 52.58 million people are using the Internet in Bangladesh up to January 2022.

It is revealed by Mawa et al. (2021) that, a few years ago marketers in Bangladesh were to promote their products through mass media advertisements, but after the initiation of Facebook brand pages in 2010, this situation has changed. In the meantime, through advertisements on Facebook, the brand owners and advertisers of various dimensions in Bangladesh have attracted target consumers' attention conveniently (Hossain, 2021; Aiman, 2020). Moreover, through the Facebook ads implemented by Facebook brand pages, small and native business owners are widening their area of business rapidly (Tanni, 2020). Besides developing brand awareness and communication with consumers, Facebook ads help entrepreneurs in Bangladesh by becoming self-dependent. It is found in research that, underprivileged women, remote areas indigenous businesses, and small business owners who cannot invest high, are the major beneficial group regarding the Facebook business (Hossain, 2021, Ahmed and Ahmed, 2013). Monthly, Tk 10,000 to Tk 1,00,000 is earned by the Facebook brand page owner who has an active base of followers (Tanni, 2020). On the Facebook brand pages, advertisements are uploaded as the means of images, long or story-telling videos, short videos, live videos available on Facebook Watch, and endorsing influencers to persuade millennial consumers commonly (Ghosh, 2019). In 2021, around 3,00,000 Facebook brand pages within many sectors are operating in Bangladesh (IDLC.com, 2021).

In terms of Facebook advertising, previous researchers in Bangladesh revealed that millennial consumers are the most influential segment of consumers in Facebook advertisements (Mawa et al. 2021; Sultan and Sharmin, 2020; Manik 2015). Certainly, Rahman (2015a) stated that Facebook users aged 18 to 35 are disliking banners and pop-up ads on the websites but facilitate their purchase decisions through Facebook ads. Moreover, Manik (2015) found in a comparative study that, millennials in Bangladesh prefer to use Facebook rather than any other SNSs. Although, Bangladesh is a developing country, as per the findings of Ghosh (2019), Khatun et al. (2020), Chowdhury and Akter (2018), and Rahman (2015b) exposed that, female users are engaging more frequently on Facebook ads. However, not all product categories are famous amongst the millennials in Bangladesh. Majorly clothing, local boutiques, footwear, jewelry, electric gadgets, kids' items, decorative showpieces, watches, and food items are the popular product categories adopted by the millennials in Bangladesh through Facebook ads (Hossain, 2021; Mawa et al., 2021; Khatun et al., 2020). Also, the larger number of millennial Facebook users in this emerging country are students, in this regard Chowdhury and Akter (2018) and Ruti (2009) found that the

clothing business on Facebook provides frequent brand posts of discounts, offers, monetary incentives, and gifts motivate young consumers to purchase desire.

Therefore, it is to state that although several research has been conducted in Bangladesh to explore millennial consumers' behavior in many aspects of Facebook ads, none of these studies can adequately represent the importance of trending and popular local-fashion products, event management, and photography services on Facebook brand pages. As the latest data and reports clarified these sectors have the huge potential to persuade Bangladeshi millennials' intention to purchase in the above paragraphs, thus the research gap is created in this context. To fill this gap, this research intends to propose a conceptual model integrating widely applied theories and models in these three booming sectors Facebook ads influence millennials' purchase intentions with workable implications.

2.4 Theoretical Framework:

As mentioned in the previous section of the systematic review, this research is anchored on six theories and models focusing on social networking sites (SNSs) advertisements' influence on consumer behavior. These are the advertising value model, perceived usefulness, social media influencer marketing, consumer engagement, and purchase intention.

In **Table 2.3** the operational definition of included topics in this research is presented with the support of literature.

Table 2.3: Operational Definitions.

Topic	Author and year	Definition	Focus
Consumer Engagement	Hollebeek et al. (2014, p.154)	“A consumer’s positively balanced brand-related cognitive, emotional and behavioral activity during or related to focal consumer/brand interactions”.	Facebook, Twitter, and LinkedIn
	Dessart et al. (2016, p.409)	“The state that reflects consumers’ dispositions toward engagement foci, which are context-specific. Engagement is expressed through varying levels of affective, cognitive, and behavioral manifestations that go beyond exchange situations”.	Engagement with the brand, online community, and individual members

Dolan et al. (2016, p.265)	“Social media engagement behaviors go beyond transactions, and may be specifically defined as a customer’s behavioral manifestations that have a social media focus[adapted], beyond purchase, resulting from motivational drivers”	Social media brand-related behavior
Marbach et al. (2016, p. 503)	“Customer engagement may be defined as a multidimensional concept, reflecting a psychological state occurring by virtue of interactive customer experiences with focal objects within service relationships”	Cognitive, affective, and behavioral brand engagement on Facebook
Sashi (2012, p.267),	“Customers and their needs (...), aims to provide superior value relative to competitors by generating, disseminating, and responding to intelligence regarding customer needs and seeks to build trust and commitment in relationships with customers”.	Customer engagement on social media with the buyer-seller relationship.
Brodie, Hollebeek, Juric, & Ilic, (2011, p. 260).	‘a psychological state that occurs by virtue of interactive, co-creative customer experiences with a focal agent/object (e.g., a brand) in focal service relationships’ is consumer engagement.	Customer engagement: fundamental propositions and conceptual domain.
Hollebeek et al. (2014, p.154)	“A consumer’s positively balanced brand related cognitive, emotional and behavioral activity during or related to focal consumer/brand interactions”.	Facebook, Twitter, and LinkedIn
Wahane (2019, p 7)	“Influencer marketing is a form of marketing where influential people utilize their personality to share brand marketing or massaging through sponsored content”.	Social media micro-influencers impact lifestyle products.
Florenthal and Chao, (2015, p.43)	“Social media can be described as a vehicle of content that is generated, modified, discussed, and shared by individuals and communities through highly interactive platforms that employ mobile and web-based technologies”.	Corporate engagement of Weibo and Twitter
Freberg et al. (2011, p. 90)	“new type of independent third-party endorsers who shape audience attitudes through blogs, tweets, and other social media applications”	Social media influencer
Anongdeh and Barre (2019, P.6)	“A person or group that can influence the behavior or opinions of others”	Social media influencer

Byrne, Kearney, and,MacEvill (2017, P.7)	“a type of marketing that focuses on using key leaders to drive a brand’s message to the larger market”	Social media influencer
Abidin (2015, P.2)	“every day, ordinary Internet users who accumulate a relatively large following on blogs and social media through the textual and visual narration of their personal lives and lifestyles, and engage with their following in digital and physical spaces, and monetize their following by integrating ‘advertorials’ into their blog or social media posts.”	Social media influencer
Evans et al. (2017; p. 139)	“...often amass large followings through posting aspirational photos using hashtags and engaging with followers on the site...”	Social Media Influencer
Khamis et al. (2017, p. 193)	‘any well-known persona who is the subject of marketing communications efforts’	Social Media Influencer
Lou and Yuan (2019, p. 59).	“a content generator; one who has a status of expertise in a specific area, who has cultivated a sizable number of captive followers – those are of marketing value to brands – by regularly producing valuable content via social media”	Social media influencer
Danieli, (2016, p. 11)	“The likelihood of a consumer to purchase the specific product by deliberate acts and sentiments which is well-defined is termed as purchase intention”.	Social media marketing increases purchase intentions
Julianto (2017, p.8)	“Purchase intention also refers to the likelihood for customers to attempt to buy an item, and in addition, their behavioral tendency created after consumers get advertising message”	Influence of Facebook on purchase intention.
Parry and Urwin (2011, p. 84)	“A set of historical events and related phenomena that creates a distinct generational gap. The identification of generation requires some form of social ‘proximity’ to shared events or cultural phenomena”	Generational differences
Duffet (2015, P. 499)	“Millennials (born between 1982 and 1994) have been exposed to an explosion of online technological applications since their advent”.	Facebook Advertisings’ Influence on Millennials’ purchase intention
Bolton et al (2013)	“Generation Y (broadly) as all people born between 1981 and 1999 – regardless of their circumstances (p.246)”	Social media usage of Generation Y and millennials.

	Moreno et al. (2017), p.136.	“Millennial generation is the group of consumers and inhabitants of the world who have been labeled as the Generation Y, Millennials, and Echo Boomers”.	Millennials’ characteristics and buying behavior
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Source: Present researchers’ self-creation.

2.4.6 Advertising Value Model:

The advertising value model is useful in determining the ‘utility or worth of the advertisement’ proposed by Ducoffe (1996), mentioned by Arora and Agarwal (2021, p.57). In developing the advertising value model, Ducoffe (1995) stated that consumers subjectively evaluate the comparative usefulness or efficacy of any advertising. It is a useful guide for organized communication and individual assessment of advertising efficacy (Ducoffe, 1996). Ducoffe (1995, p.1) defined advertising value as the “subjective evaluation of the relative worth or utility of advertising to consumers”. Ducoffe (1995) examined consumers’ attitudes toward web advertising by proposing informativeness, irritation, and entertainment as the antecedents of the effectiveness of the advertisement. Accordingly, the advertising value model by Ducoffe (1996) is a useful model to evaluate advertising effectiveness as it is stimulating and combining the consumer's media knowledge with the advertisement (Karamchandani, Karani, and Jayswal, 2021).

Simply, Advertising value means the consumer's evaluation of the advertising message according to their needs (Civrika, Rudienė and Morkūnas 2022; Dehghani et al., 2016). Moreover, advertising value is the ‘subjective evaluation’ of consumers regarding the use of advertising (Ducoffe, 1995). Murillo (2017) asserted that in recent years consumers are overlooking many advertisements due to advertisement saturation. In the streams of advertising theories and models, the Advertising Value Model by Ducoffe (1996) is a key model to determine consumers' responses to the ad (Chetiouia, Butt, and Lebdaoui, 2021; Karamchandani, Karani, and Jayswal, 2021). The marketer’s concentration on the various aspects of advertising makes the ad more effective and consumers also tend to understand the perceived value of different dimensions through the application of the advertising value model (Arora and Agarwal, 2021; Murillo, Merino, and Núñez, 2016; Jung et al., 2016; Ducoffe, 1996). Along with the perceived benefits, SNSs advertising provides required information which persuades the later activity (Jung et al., 2016; Ducoffe, 1996). Coordinated message delivery through advertisements is able to generate a virtual direct experience, these are mostly said to be effective to generate

perceived entertainment and value (Zhang and Mao, 2016; Dao et al., 2014). It is also proved by previous social media academics that the more the consumer comprehends the value of the advertising, the more positive behavioral association is formed with the contents of the ad and toward the product (Chetiouia, Butt and Lebdaoui, 2021; Shareef et al., 2019; Jung et al., 2016; Dao et al., 2014; Ducoffe, 1996).

Any advertisement which is composed of joy, happiness, and effective relief from any stressful situation, is mostly creating enjoyment, as claimed by noteworthy researchers. Digging deeper into this statement, entertainment is an influential factor of advertising which persuades consumers to be relaxed with ease of emotional redemption (Arli, 2017; Ducoffe, 1997). A parallel can also be drawn to Ducoffe's (1995) advertising value model which clarifies that if the advertisement can provide a higher value to the potential consumer of a product or service a positive attitude towards the advertisement is likely to be developed (Shareef et al., 2017). Furthermore, entertainment directly evolved from emotions exercising pleasurable experiences indicates the differences in consumers' demographics and lifestyles (Raktham, Chaipoopirutana, and Combs, 2017). Entertainment is the spirit in an individual's mind derived from enjoyment, relaxation, happiness, or hedonic reaction (Idris et al., 2020). Therefore, the necessity of Ducoffe's (1996) advertising value model representing the rational assessment of any advertisement is gradually growing.

On contrary, Chetiouia, Butt, and Lebdaoui (2021) asserted that advertising value means how any consumer can cognitively evaluate whether advertisements can serve what they want or not. Or, according to Ducoffe (1996), this is the degree of consumers understating customer satisfaction regarding the ad message. Understanding the importance of the advertising value model in measuring the worth of the advertisements, the SNSs researchers applied this in numerous aspects. Digging deeper into this, Chetiouia, Butt, and Lebdaoui (2021) investigated Moroccan Facebook users' purchase intention by applying Ducoffe's Advertising value model. Furthermore, Wiese et al. (2020) applied Ducoffe's (1996) advertising value model and stated that this model is the most useful in determining advertising effectiveness by confirming the entertainment, informativeness, and trustworthiness. This, Yang et al. (2014) applied Ducoffe's (1996) advertising model to analyze the factors affecting the behavior of Taiwanese millennials and their intention toward the YouTube advertisement. Applying Ducoffe's (1995) advertising value model, Jung et al. (2016)

clarified that consumers tend to respond to ads if they understand the worth of advertising entertainment to accomplish their intended tasks effortlessly.

Social media marketing is comprised of five aspects; entertainment, interaction, trendiness, customization, and word of mouth (WOM) Godey et al. (2016), among these, entertainment is one of the fundamental values of the advertising value model. The research found that entertaining advertisements influence audiences' positive moods (Alsamydai and Khasawneh, 2017). Entertainment refers to the pleasant feelings generated by any enjoyable ads (Ducoffe, 1995; Agora and Agarwal, 2019). Any advertisement's entertainment value is corresponding to audiences' contentment with aesthetic enjoyment and the release of stress (Yang et al., 2014; Ducoffe, 1996). Driving consumers' positive opinion towards the advertising value, the entertainment element in any advertisement combined with multimedia objects influences consumers' willingness to involve more with the advertised brand (Ferreira and Barbosa, 2017; Ducoffe, 1995). In the advertising value model proposed by Ducoffe (1996, 1995), the positive association between consumer attitude and advertising is possible if there is informativeness, entertainment, and irritation is existing (Hamouda, 2018). Whereas, instead of irritation, Dao et al.(2014) asserted that credibility is one of the significant predictors in the advertising value model. Parallel to this, Alsamydai and Khasawneh (2017) identified entertainment, irritation, and credibility affecting consumers' usage of Facebook advertising. Entertainment is one of the features in any advertisement deriving consumers' feelings of joy, contentment, and freedom from stress (Arora and Agarwal, 2020; Mutinga et al., 2011; Ducoffe, 1996). However, researchers have also disclosed the opposite effect of advertising value. This is directed towards the that, the perceived value of advertising is not affected positively by the millennial purchase intention during the COVID-19 pandemic (Karamchandani, Karani, and Jayswal, 2021). On the contrary, few authors specified that advertising value is very similar to utilitarian value. In this regard, mentioning two magnitudes of social media shopping, Anderson et al (2014) specified that utilitarian motivation is convenient, a time saver, and focused on the task and hedonic motivation consists of entertainment, a stress-free attitude with pleasure. Muk and Chung (2014) affirmed that the utilitarian and entertaining aspects of any advertising generate positive beliefs about the advertisements, this is the consumers' perceived value of advertising (Ducoffe, 1995). The utilitarian values regarding online shopping are mainly combined with functional values such as;

ease of information, accessibility, convenience in time, and availability while ordering (Anderson et al., 2014, Muk, 2013).

Buzynna, Lukin, and Greenstine (2014) defined entertainment value as playfulness, enjoyment, and richness. Relaxation, emotional release, and reduction of anxiety on social media are considered entertainment value through multiple interactions with peers and commercial stimuli (Agora and Agarwal, 2019).

2.4.1.1. Entertainment Value of Advertising in Advertising Value Model:

To comprehend the user's behavioral intention toward social networking advertising (SNA), how the user's perceived advertising value works is a concern to investigate (Jung et al., 2016). In determining the value of the advertised product, entertaining content integrated with other elements increase the consumer's interest in the advertised product (Ferreira and Barbosa, 2017). Digging deeper into this from the consumer's perspective, the entertainment dimension of advertising refers to the enjoyment, fun, and emotional pleasure to watch the advertisement (Alsamydai and Khasawneh, 2017). Moreover, Wen (2019) defined entertainment as the fulfillment of emotional pleasure. A parallel can also be drawn between the entertainment value of advertisements and consumers' feelings for choosing the product in their purchase decision (Zhang and Mao, 2016). Simply, this value is the emotional redemption generated from consumers' hedonic feelings which drive the SNS user to pass time on it (Hamouda, 2018; Mutinga et al., 2011). Consequently, Zhang and Mao (2016) affirmed that advertising's effectiveness depends on whether the consumers are engaged or not by perceiving advertisements' entertainment values. Indeed, regarding social media, it is the hedonic benefit denoted by Wen (2019) and Song and Yoo (2016) as the positive feelings originating from entertainment and amusement. It is the degree to which consumers' pleasure, likeability, and gratification result from any advertisement and is denoted as entertainment value in advertising (Hamouda, 2018; Tsai and Men, 2013). The entertainment value of advertisement means pleasure and enjoyment achieved through watching the ad (Karamchandani, Karani, and Jayswal, 2021; Ducoffe, 1996). Accordingly, the pleasurable contents of SNA easily persuade users' attention also readily accepted by consumers as an entertainment value explored by Raktham, Chaipoopirutana, and Combs, (2017).

Earlier academics have exposed that, in social networking site (SNSs) advertisements, the entertainment value is very impactful on consumers' positive mood and drives their feelings about

product evaluation. For example, it increases longer attachment as consumers enjoy the contents (Wen, 2019)., consumers' clicks on SNSs advertisements indicate that they positively evaluated the advertising value with a favorable attitude (Zhang and Mao, 2016). Importantly, Ducoffe (1996, p.23) mentioned the entertainment value of web advertising that, "its ability to fulfill audience needs for escapism, diversion, esthetic enjoyment, or emotional release". These are the major factors within entertainment value influencing consumers to participate more in the brand content (Arli, 2017; Muntinga, Moorman, and Smith, 2011). Hamouda (2018) argues that social media consumers mostly want to be entertained by various content on social media. In line with this, Irshad and Ahmed (2019) focused on entertainment on social media generating more engagement if the content is meaningful and relaxing. The pleasurable SNA influences mood and dominates the consumer's level of responsibility towards the entertainment element of ads (Raktham, Chaipoopirutana, and Combs, 2017). Moreover, consumers' contentment, and favorableness toward the advertised products; are executed to their fondness for any ad (Hamouda, 2018). Entertainment value as the driver of online motivation influences millennial consumers' behavior in the United States (Zhang and Mao, 2016). Dehghani et al. (2016) proclaimed that the entertainment value of advertisement is the understanding of the audience in any media that the advertisement is beneficial in terms of pleasurable feelings. Further, entertaining ads capture a minimum attention level with concise thought-provoking content (Wen, 2019). In the SNSs context, users interact mutually by liking each other's posts, commenting, and uploading photos and videos while using hashtags on the brand posts are some favorable activities generating a sense of entertainment (Arora and Agarwal, 2021; 2020; Muntinga et al., 2011; Ducoffe, 1996, 1995). Connected to this, the experience of utilitarian values can positively influence social media users' purchase intention in terms of apparel products targeted through Facebook brand pages (Anderson et al, 2014).

In the advertising value model, Ducoffe (1996) has proposed entertainment, informativeness, irritation, and credibility as the values of any advertisement. But the existing literature has examined entertainment value largely in the SNSs advertising context and this research similarly adopts Ducoffe's (1996) entertainment value of advertising regardless of other values. To justify this decision, here some evidence is included:

- Previous authors posited that informativeness is the consumer's learning of information on the Internet of advertisement, claimed by Ducoffe (1996), which is termed as the capability to inform consumers about the required information of any brand or product through advertisements (Ducoffe, 1995; Martins et al., 2018). However, Jung et al. (2016) resulted that, the informativeness value of advertising does not influence consumers' behavioral intentions.
- In addition, the SNS users are not carefully considering what information the advertisements are delivering to them. More clearly, Ji, Mieiro, and Huang (2021) claimed that consumers are not sensitive to informativeness features in SNSs ads. However, it is also proved by earlier academics that if consumers tend to perceive the advertisement as an informative source, they do not respond to it favorably (Jung et al., 2016). Further, in SNSs advertising consumers' attention is more guided by the utilitarian value of promotional payoffs combining discounts, cashbacks, and entertainment values or the hedonic value (Ji, Mieiro, and Huang, 2021; Ashley and Tuten, 2015). In comparison to it, when they perceive the advertisement consisting of the entertainment value of monetary rewards, promotional discounts, coupons, and attractive visualization with music, graphics and images consumers respond positively (Jung et al., 2016). Moreover, Karamchandani, Karani, and Jayswal (2021) evidenced that during the COVID-19 pandemic millennial consumers are more inclined to purchase intention of smartphones on social media containing entertainment value rather than informativeness. Additionally, Karamchandani, Karani, and Jayswal (2021) postulated that in a quarantined period individuals are more preferring to enjoyable brand content rather than lengthy-informative text-based ads.
- Another value, irritation means, is the skepticism of the ad message perceived by the consumer while avoiding the ad message (Ducoffe, 1996). Moreover, irritation means the degree to which any consumer is annoyed, offended, or insulted by the advertisements (Ducoffe, 1995; Martins et al., 2018). Along with this, irritation resulted as a non-significant factor in influencing the advertising value of smartphone advertisement study conducted by Martins et al. (2018). The authors (2018) further reasoned that consumers avoid smartphone ads if these are contained irritational features and annoying elements. It is to include that, Facebook users spend time on Facebook to acquire information about their friends and peers, check notifications to get update, and feel irritated if the

advertisement containing lengthy information impedes their relaxing time (Jung et al., 2016). Lastly, the impact of irritation on advertising value results negatively in the consumer's attitude towards the advertisement, which is not representing any positive value (Dehghani et al., 2016; Ducoffe, 1996).

Therefore, among the antecedents of the advertising value model, the entertainment value is more likely to drive consumers' attention by comprehending the aesthetic joyfulness and escapism from stress (Ducoffe, 1996). This attribute is more influential for measuring advertising effectiveness among the other three values (informativeness, irritation, and credibility) (Murillo, 2017). Therefore, considering the validity of this evidence, this research adopts the entertainment value of Facebook advertising as one of the antecedents of Facebook advertisement.

2.4.1.2. Entertainment Value of Facebook Advertising:

The entertaining posts and audio-visual content on Facebook reduce consumers' stress, and anxiety by fulfilling problematic needs affecting purchase intentions (Irshad and Ahmed, 2019). A remarkable number of SNS researchers have investigated the value of Facebook advertising by recognizing its importance from a marketing aspect. Such as; support Ducoffe's (1995, 1996) 'want in an advertisement' Advertising Value Model, Ferreira, and Barbosa (2017) posited that Facebook users positively evaluate ads if their attitudes are driven favorably towards the brand content. Parallel to this, in social media settings, the users get attracted to the ad messages if they are amusing and alluring and generate emotional attachments to consumers' realization of the value of Facebook advertisements (Chetiouia, Butt and Lebdaoui, 2021; Shareef et al., 2019; Dao et al., 2014). Moreover, how the contents and engagement activities (likes, comments, and shares) are motivating the users' pleasurable feelings, is also examined by scholars. Such as; if any pleasurable, exciting, and enjoyable sense results due to an undergoing object (image, videos, and entertaining posts), it is known as entertainment (Wang and Lan, 2018). The pleasure, happiness, joy, and relaxation feelings are the expected outcome of consumers' hedonic feelings of enjoying a Facebook ad to give a 'like' and 'click' on the ad (Jambulingam et al., 2019). Likewise, the conjecture of excitement of Facebook advertisement exists in the personal fulfillment of exemption, alteration, aesthetic pleasure, and expressive release (Julianto, 2017). Specifically, Jambulingam et al. (2019) claimed that the Facebook ad offers consumers an easy way to

understand the product's characteristics by comparing prices and consumers evaluate these values as an economic factor.

According to Jambulingam et al. (2019, p.3), “Enjoyable, exciting, and funny characters are the components of hedonism”. Connected to this, consumers' hedonic enjoyment positively excites their behavioral modifications. For example, favorable influencers' posts, live videos, short-informative videos, and usage-experience of brands increase consumers' entertainment feelings (Wen, 2019). Consequently, the advertisement must be credible in delivering product features for generating trustworthy relationships and a positive mood (Agora and Agarwal, 2019; Mangold and Faulds, 2009). Yang et al. (2014) empirically revealed that among the variables of the advertising value model entertainment has the strongest power to influence consumers' behavior in an emerging country perspective. Advertisements on SNSs generate an enjoyable environment as the user has the opportunity to interact with several sources of content (Dehghani et al., 2016). The entertainment value of YouTube ads leads to the strongest determinants of purchase intention, as exposed by Dehghani et al. (2016). Facebook advertising is perceived by millennials as a source of positive emotion or an entertainment provider because of its creative projection and diversified engaging features found by Idris et al. (2020). Additionally, millennials are ‘choosy’ consumers who often compare various brand information on Facebook to get maximum utilitarian usefulness by saving time and energy costs (Jambulingam et al., 2019). There are many valid reasons which drive millennial Facebook users’ interest in the site, which are revealed by some researchers. For example, the entertainment values consist of funny quizzes, wordplay, joining events, educative tutorials, sweepstakes, and competition (highest shares, self-generated content upload with brands) to attract a large number of millennial Facebook users rather than other generations (Bento, Martinez, and Martinez, 2018). Connected to this, pleasure-seeking behavior, passing time, and swiping on the home screen are some issues that active Facebook users perform while browsing on Facebook. In this respect, to entertain any user the Facebook marketer must engage the audience impacting intentional behavior (Julianto, 2017).

With the above stated, this is further in line with the studies which have investigated entertainment value from an online community perspective. For instance, through the entertainment value, social media users experience fun in a community of online interaction (Arli, 2017). On Facebook brand pages followers or members voluntarily take part in many brand-related activities and share their

experiences, which are perceived as reliable among the followers (Mukherjee and Banerjee, 2017). On the contrary, Jung et al. (2016) claimed that the paid ads on Facebook no longer generate purchase intention as the consumers believe in the engagement of other users in a community interaction during the purchase decision.

Entertainment value increases the advertising's acceptability faster among the viewers as well as product acceptance (Karamchandani, Karani, and Jayswal, 2021). Not only the funny and enjoyable content in the SNSs ads, but Arora and Agarwal (2020) also recommended that brand owners should frequently announce rewards, coupons, gifts, vouchers, and other monetary benefits for voluntary consumer participation. Phuong and Vinh (2017) revealed that emotional connection (enjoyment, pleasure) with Facebook drives consumers' intention and acceptance of the products. Specifically, the monetary benefits of discounts, gifts, loyalty coupons, and non-monetary rewards such as status, and privilege service work like perceived benefits to some consumers on social media found by Agora and Agarwal (2021). On the other hand, Anderson et al (2014) found that bargaining with the retailers on Facebook brand pages stimulates the consumers to get entertainment value as the hedonic motivation. Importantly, the content representation, appeals, and reviews of the social media advertisement execution determine consumers' positive perception of advertising value asserted by Zhang and Mao (2016).

It is also been revealed by previous researchers that, entertained advertisements on social networking sites (SNSs) advertising positively stimulate consumers' purchase willingness and attitude toward the brand (Arli, 2017; Muntinga, Moorman, and Smith, 2011). Accordingly, Dabbous and Barakat (2019) proclaimed that entertainment as the hedonic motive increases consumers' online engagement level on Facebook which also accelerates the intention to purchase the specified brand (Muntinga et al., 2011). Furthermore, hedonic motives are considered as users' adventures and exciting feelings of product stimuli impacting the intention to purchase (Jung et al., 2016; Khare and Rakesh, 2011). In line with this, Julianto (2017) stated that getting excitement and fun using Facebook induces a positive mood driven by engagement resulting in purchase intention. A parallel to the discussion can be found in the findings of Anderson et al (2014), who revealed that a positive relationship exists between time savings as the dimension of utilitarian value and the purchase intention of Facebook users. Moreover, how the promotional content is represented, message appeals and execution, visualization, music, graphics, symbols, and coding

are all combinedly to influence advertising's entertainment value (Hamouda, 2018; Zhang and Mao, 2016; Jung et al., 2016). In this regard, Murillo et al. (2017) and Dao et al. (2014) proved that the entertainment value of social media advertising positively stimulates consumers' future purchase willingness. Such content entertainment induces a deep affinity among the followers which affects purchase intent (Wen, 2019). Additionally, Among the factors of the advertising value model, entertainment is found as the highest influential factor motivating millennials' purchase intention during the COVID-19 pandemic time (Karamchandani, Karani, and Jayswal, 2021). While investigating Fishbein and Ajzen's (1975) Theory of Reasoned Action (TRA), Arora and Agarwal (2020) found that entertainment value is one of the crucial motivational drivers for revealing consumers' future behavior. Further, consumers' attitude and purchasing behavior toward any website or online setting is influenced by entertainment and perceived usefulness factors together (Arlı, 2017). Therefore, it can be said that if the Facebook brand pages for fashion, event management, and photography services can provide consumer-oriented facilities and values in their advertising, the intention-to-purchase of consumers will likely develop.

2.4.1.3. Research Gap in Advertising Value Model:

However, Yang et al. (2014) asserted that the antecedents proposed by Ducoffe (1996) are not sufficient to influence consumers' attitudes therefore more variables need to be introduced. Which factors determine consumers' ad click behavior and behavioral dimensions on social media ads, specifically on Facebook need to be investigated more (Zhang and Mao, 2016). However, Arlı (2017) stated that not much is known about the influential factors regarding Facebook impacting consumers' purchase intention. So, this evidence indicates that further research is required in this aspect. And, as per the researchers' knowledge, there is no current study that has investigated the entertainment value of Facebook advertising on local-fashion products, event management, and photography services on Facebook brand pages. Thus, to fill this gap, how the entertainment value of Facebook advertising is impacting millennials' intention-to-purchase, is considered an independent variable in the present research.

2.4.7 Technology Acceptance Model (TAM):

Technology Acceptance Model or TAM proposed by Davis (1989), is originally developed through Fishbein and Ajzen's (1975) Theory of Reasoned Action, or TRA (Thuy and Ha, 2020;

Rajakpaksha and Dk, 2019; Lin and Kim, 2016; Rauniar et al., 2014), is a popular practiced model exploring individual behavioral action dominated by behavioral intentions (Phuong and Vinh, 2017). TAM is developed by Davis (1989) to measure technological adoption behavior. How any individual's decision-making regarding technology is influenced by the reception of new technological systems was the main motive for proposing TAM Davis (1989). In measuring innovative technological reception, TAM is widely implemented by academics globally (Al-Qaysi, Mohamad-Nordin, and Al-Emran, 2020; Lee et al., 2003). The TAM and TRA are widely accepted among previous studies and are best to determine users' purchase intention and acceptance of SNS like, Facebook (Rajakpaksha and Dk, 2019). As, Erkan and Evans (2016) stated, humans, accept new information or technology with behavioral issues supporting the Theory of Reasoned Action(TRA) proposed by Fishbein and Ajzen (1975). Accordingly, TAM is a validated model to examine the wide range of technological systems' performance to see how it affects users' intentionto use the system (Chen et al., 2013; Rauniar et al., 2014).

Earlier research explored that TAM can successfully forecast technology acceptance behavior (Abdullah, Ward, and Ahmed, 2016; Rauniar et al., 2014). Considering the technological models applied in the social media marketing sphere, TAM is well suited and most practiced model, claimed to Jahangir and Zia-ul-Haq (2023) and Al-Qaysi, Mohamad-Nordin, and Al-Emran (2020). TAM is a very simple and apprehensible model to determine users' behavioral intentions in any technological system (Lee, Xiong, and Hu, 2012). 'Perceived Usefulness' and 'Perceived Ease of Use' are the two focal predictors of individuals' adoption of information by specific technology of TAM by Davis (1989).In TAM, 'perceived usefulness' and 'perceived ease of use' are the two dominant predictors to determine human adoption of technology due to its straightforwardness and influence (Al-Qaysi, Mohamad-Nordin, and Al-Emran, 2020). These two factors are determined as the two external variables of a technological system and along with usefulness and attitude, technology is influencing the intention of use (Lin and Kim, 2016; Davis, 1989). As per Davis (1989), perceivedusefulness is the likelihood of using technology in improving a consumer's online user experience. Whereas, perceived ease of use is the degree of the consumer's unproblematic discerning of technology (Davis, 1989). Digging deeper into this, in different situations, how any individual's behavior can be predicted by perceived usefulness and perceived ease of use in adopting technological novelties, is proposed as the TAM by Davis (1989) cited in Luna-Nevarez and Torres(2015).

Perceived usefulness is the extent to which a person's belief, by using a specific system may facilitate the person's job performance (Davis, 1989). Supporting the TAM of Davis (1989), Rajapaksha and Dk (2019) specified perceived usefulness as the potential user's belief and personal judgment referring to any technology usage capabilities in solving the intended action. Infact, in any online setting perceived usefulness is a vital aspect impacting consumers' satisfaction and behavioral intention levels (Hsiao and Chang, 2014). Consumers get ready to purchase or order online if the communication system with the company can provide convenient order accomplishments (Corrada, Flecha, and Lopez, 2020). Previous academics have revealed in the aspect of perceived usefulness that, if the information is served for convenient decision-making the attitude towards the stimuli is more operative (Rajapaksha and Dk, 2019). Undeniably, searching information, communication, and product purchase experience on users' contentment with social media usage and its impacts are considered as the perceived usefulness in TAM (Corrada, Flecha, and Lopez, 2020). Perceived usefulness is comprised of means of faster and more convenient information access with comparison benefits online (Raktham, Chaipoopirutana, and Combs, 2017). Moreover, perceived usefulness is affecting consumers' response positively to the information and content generated by others on web-based services leading to purchases (Riaz and Sherani, 2021; Bahtar and Muda, 2017). Parallel to this, if any advertisements' perceived usefulness advantageously solves consumers' requirements as a belief to upgrade the standard of living or functional performance, the chance of a positive response happens (Raktham, Chaipoopirutana, and Combs, 2017).

The TAM proposed by Davis (1989) is applied in numerous grounds of research. For instance, Cai, Zhao, and Sun (2021) investigated TAM on fitness app users' behavior in China and stated that Davis's (1989) TAM is the extension of Fishbein and Ajzen's (1975) TRA in predicting consumer behavior. Hoang et al. (2021) revealed the perceived usefulness of Facebook ads in content marketing. On Facebook, consumers have the perception that purchasing through Facebook advertisements is saving time, increasing convenience, and is useful in developing purchasing decisions, which is known as perceived usefulness (Hoang et al., 2021). The way any consumer perceives the anticipated benefits of the exploitation of mobile advertising can be defined as perceived usefulness regarding mobile advertising by Hsiao and Chang (2014). Along with the perceived value and satisfaction regarding mobile advertising, Hsiao and Chang (2014) found that perceived usefulness is one of the significant variables to measure consumers' long-

term intention. Parallel to this, Lu, Wu, and Hsiao (2019) investigated TAM regarding customer product loyalty through mobile advertising. Riaz and Sherani (2021) studied perceived usefulness as the strongest predictor in comparing millennial users' information-sharing behavior on Facebook and WeChat. Moreover, Sharif (2021) applied TAM for investigating Pakistani Facebook users' self-disclosure attitudes. TAM is used by Thuy and Ha (2020) regarding Vietnamese young consumers' intention-to-use Facebook.

Perceived usefulness meaningfully impacts consumers' purchase intention on SNSs advertising (Lee, Hansen, and Lee, 2014). Khare and Rakesh (2011) moreover, stated that web-based purchase intention developed among user's perceptions and navigational comfort than interactive and entertaining features. The utilitarian value of products revealed as quality, pricing details, information availability, responsiveness, navigational comfort, and ordering convenience through online advertisement affect most of the Indian millennials' purchase intention (Khare and Rakesh, 2011).

2.4.2.1. Perceived Usefulness Value of Social Networking Sites(SNSs):

This operationalized feature implies the individuals' belief using the said system is enhancing prompt performance on SNS (Bahtar and Muda, 2017). Florenthal (2019) entailed that social media followers can perceive multiple benefits of searching for information which results in the PU of social media usage. The product reviews of other users on SNS persuade consumers' intention to purchase as the information, functional benefits, and content is sourced in a user- friendly manner from their peers (Bahtar and Muda, 2017). Balakrishnan, Dahnil, and Wong (2014) suggested in their research findings that, to lure millennial consumers about the inclination to purchase followed by effective e-WOM, social media marketers have to always reply quickly and positively to reduce the inherent risk. While searching for information on SNSs, the cost- effective information delivery while comprehending the product features vividly, is said to be the perceived usefulness (Raktham, Chaipoopirutana, and Combs, 2017). The perceived usefulness of social media marketing is the consumer's understanding of the brand content's appropriateness, suitability, and exactness in integrating images, videos, captions, musicals, visual animation, and graphics (Al Maadeed, 2018; Cramer, 2015). Also, Song and Yoo (2016) defined social media use.

behavior as blending the facilitated technology which is sufficiently providing useful informational content in peer users' collaboration. Information search, e.g. perceived usefulness, in social media is utilized for making future decisions (Corrada, Flecha, and Lopez, 2020), in line with this, Arli (2017) and Lee, Hansen, and Lee (2015) emphasized on consumers seeking for promotional rewards search information more. Consumers perceived usefulness of social media ads is identified in quality content, informativeness, and features enhancing task completeness (Lisichkova and Othman, 2017). The more the perceived usefulness of the ad, the more positive intention to purchase is generated revealed by previous research, exposed by Thuy and Ha (2020), Bianchi and Andrews (2018), Lin and Kim (2016), and Lin and Lu (2011). The advertised products' problem-solving capability, motivation for the usage, user-friendly representation of information, and education of consumer; are the considerable criteria of SNA's perceived usefulness (Raktham, Chaipoo Pirutana, and Combs, 2017). Adding to this, Khare and Rakesh (2011) proclaimed the exact attributes denoting the use of advertisements. Furthermore, it is affirmed that the more social media ads are perceived as useful to consumers, the more the acceptance of the results of the product (Luna-Nevarez and Torres, 2015).

Perceived usefulness (PU) integrates the utilitarian and hedonic aspects, such as; perceived enjoyment, and perceived playfulness, and Perreault and Mosconi (2018) explored PU influence as an antecedent toward social media engagement. Indeed, Luna-Nevarez and Torres (2015) and Calder, Malthouse, and Schaedel (2009) emphasized perceived usefulness as consumer engagement positively stimulated if the website increases utilitarian experience in completing a behavioral action. Importantly, Florenthal (2019) emphasized that the more millennials and gen Z develop positive attitudes and perceived usefulness toward Facebook content, the more online consumer engagement happens.

2.4.2.2. Perceived Usefulness Value of Facebook Advertising:

Among all the SNSs, Facebook has become the most popular site and social media advertising platform as it offers effortless control over the navigational features in communication and purchasing favorability (Baglione and Tucci, 2018; Lee, Hosanagar and Nair, 2018; Luna-Nevarez and Torres, 2015; Muk, 2013). Facebook as a social networking site (SNS) offers attractive features along with interaction benefits through brand pages within a few clicks (Ruiz-Mafe, Marti-Parreno, and Sanz-Blas, 2013).

Despite a growing body of research examining TAM, however, almost all of them have included perceived usefulness in their consumer behavior analysis. To make it more specific, perceived usefulness influences individuals' attitudes and behavioral intentions, compared to other indicators of TAM (Lu, Wu, and Hsiao, 2019). Consequently, Phuong and Vinh (2017) narrated that leveraging social networking sites (SNSs) for brand promotions towards the target market, Facebook fan pages, and advertising events are most suitable. Adding to this, in terms of Facebook, Sharif et al. (2021) revealed that relationship care with peers, representing own-self, and entertainment are the perceived usefulness of using Facebook among users. A parallel to the discussion can be found in the findings of Lee, Xiong, and Hu (2012), who found that Facebook users feel pleased (a positive emotion) while using Facebook pages as they get sources of information from like-minded 'friends'. Furthermore, Lee, Xiong, and Hu (2012) and Muk (2013) applied TAM on Facebook brand pages and revealed that consumers' intention to join with people of common interest is positively associated with these pages. This is further in line with Chen et al. (2013), who explored that, Facebook brand pages are perceived by consumers as useful and helpful in comprehending a better brand experience regarding perceived usefulness features. However, Rauniar et al. (2014) investigated and extended TAM regarding the intention to use Facebook and the actual use of Facebook.

Facebook, Google Plus, LinkedIn, and Twitter are the SNSs enable animated or video ads as banner ads and classified ads successfully to attract an audience (Phuong and Vinh, 2017). More simply, the perceived usefulness of the TAM model includes numerous benefits that encourage young people to join Facebook mentioned by early academics. This rationalization has directed several academics to extend the TAM model to the Facebook advertising perspective. For example, TAM researched the workplace but in explaining online consumer behavior it is perfectly suited (Luna-Nevarez and Torres, 2015). Van den Broeck, Zarouali, and Poels (2019) extended TAM on the chatbots on Facebook messenger apps and revealed that the perceived usefulness of Facebook chatbots increases young users' efficiency and ordering via Facebook messenger. Accordingly, millennial consumers are more stimulated to join Facebook if the information-sharing attitude, customized settings (Riaz and Sherani, 2021; Sharif et al., 2021), and useful and beneficial features of the app is present (Fard and Marvi, 2019). Similarly, Phuong and Vinh (2017) expanded the TAM model by adding emotional stimulation and perceived relevance regarding Facebook brand pages and advertising event pages. Likewise, Lee, Xiong, and Hu (2012) investigated TAM

regarding the consumer's intention to attend the events on Facebook event pages. In particular, Facebook usage and information adoption among consumers is extended by the TAM by Rauniar et al. (2014). Along with these findings, the Facebook advertisements' usefulness will be perceived faster among millennial users if the peer or 'friend' involvement is visible with the ad on the home page, as disclosed by Cho and Son (2019), Bianchi and Andrews (2018) and Logan (2014). Though, TRA (Fishbein and Ajzen, 1975) and TAM (Davis, 1989) explored how individuals are influenced by information adoption; but, Erkan and Evans (2016) prolonged them to how Facebook users are affected by information quality as perceived usefulness and adoption of others. Adding to this, the recent improvisation of privacy settings on Facebook gained millennial users' trust, working as the aesthetics and usable features in motivating their usage of Facebook, as found by Thuy and Ha (2020). However, it is contrary to the findings of Lin and Kim (2016), who found privacy and intrusiveness through Facebook ads negatively impact consumers' comprehension of perceived usefulness. Therefore, before millennial consumers are habituated to any user experience regarding Facebook ads, they initially analyze the information quality, and perceived usefulness evaluating positively and negatively then adopt intending to purchase (Erkan and Evans, 2016).

However, although TAM can generate maximum user acceptance, it is criticized as a single model to implement several academics. Digging deeper into this, Ruiz-Mafe, Marti-Parreno, and Sanz-Blas (2013) narrated that the variables of TAM may not successfully demonstrate the social variables regarding Facebook brand pages. For revealing deep insights into consumer behavior toward Facebook fan pages; more explanatory variables could result indifferently (Phuong and Vinh, 2017). Besides, Erkan and Evans (2016) criticized that TAM only emphasized an individual's information usage by computers, rather than linking behavioral change towards purchase intention by combining the e-WOM of others. Nevertheless, TAM is limited in terms of outside organizational settings and individual users' emotional components (Rajapaksha and Dk, 2019) in explaining behavioral formation. Besides, the application of TAM varies by the type of website, and Facebook brand pages may also explain different results revealing crucial factors (Ruiz-Mafe, Marti-Parreno, and Sanz-Blas, 2013). Moreover, Phuong and Vinh (2017) also discovered that TAM is insufficient to explore users' acceptance of Facebook stimuli although it was developed to forecast users' acceptance of innovation. Moreover, the integration of other theories into the usage situation also users' acceptance could powerfully determine the consumer

behavior implementing TAM (Ruiz-Mafe, Marti-Parreno, and Sanz-Blas, 2013). However, Facebook fan pages and advertising events are the most accepted SNS advertising means for marketers to communicate and interact in a personalized way (Phuong and Vinh, 2017). Henceforth, the perceived usefulness of Facebook advertising is needed to investigate, as millennial consumers no longer intend to purchase through direct promotional messages, rather they engage more; if the contents reflect millennials' beliefs by integrating attractive and indirect stimuli (Luna-Nevarez and Torres; 2015). Importantly, quality content resulted at the top of the search results through the searching information by content marketing getting popular on Facebook by specifying demographics, the device used, and previous shopping history (Ünal, 2019).

2.4.2.3. The Reasons for Excluding Perceived ease-of-use and Attitude from TAM:

TAM is derived from TRA (Fishbein and Ajzen, 1975), comprised of two beliefs of individuals' attitudes, perceived usefulness and perceived ease-of-use in effortless use of technology and useful performance (Cho and Son, 2019; Rauniar et al., 2014; Davis, 1989). In TAM, Davis et al (1989) stated that an individual's technological adoption is not only happened due to subjective norms which is a concept of TRA but perceived usefulness and other crucial variables combinedly affect behavioral intentions (Fard and Marvi, 2019; Logan, 2014). Perceived usefulness is the indicator of the technological systems' utility function in a digital environment (Bianchi and Andrews, 2018; Davis, 1989). In TAM, perceived usefulness is proposed by Davis (1989) for understanding individuals' beliefs that how technology will progress their performance using that technology (Bailey, Bonifield, and Arias, 2018; Rauniar et al., 2014).

However, among the two factors, perceived usefulness and perceived ease of use, the perceived ease of use is tended to be reduced as the users are getting accustomed to the functionality of the technological system (Arli, 2017; Hausman and Siekpe, 2009; Venkantesh and Morris, 2000). Connected to this, perceived ease of use is the extent to which an individual believes that using a system will be free of endeavor (Davis, 1989). On the other hand, Facebook advertising perceived ease of use is comprised of headlines, colors, images, fonts, and content (Lin and Kim, 2016). Considering these factors, it is said that millennial users on Facebook are very accustomed to these aspects of Facebook ads. Almost no effort is required to use Facebook and the advertising on

Facebook can be customizable by the consumers which is very easy to set. This research is moreover justifying that, Facebook has earned its popularity due to its easy features which are so familiar among the users. But as Facebook is updating its advertising policy every year (Shepard, 2022), thus it is worth investigating how its advertising's usefulness influences consumers' behavior.

Along with this, Arli (2017) claimed that social media users are already familiar with its features and applications thus instead of perceived ease of use, perceived usefulness is extended for understanding the diversified effects on the social media user (Hausman and Siekpe, 2009). Moreover, Curran and Lennon (2011) revealed that perceived ease-of-use is not so useful in triggering SNS users' purchase intention as the result was insignificant. Moreover, this research focuses on one predictor of TAM 'perceived usefulness' because Facebook is already very familiar to its users and the features are moreover user-friendly. Nevertheless, how Facebook ('technology' in Davis, 1989) advertising increases the probability of purchase ('usage' in Davis, 1989) by enhancing consumers' engagement level is investigated by the perceived usefulness of TAM in this research. However, perceived usefulness is more influential than perceived ease of use as the former is denoting that, if the user is absent in any technological system, it would not have any importance whether it is easier to use (Lee, Xiong, and Hu, 2012). Contrary to perceived ease-of-use, which defines the smooth usage of technology, perceived usefulness is determined from the user's perspective of the betterment of using any technological system (Cai, Zhao, and Sun, 2021).

Furthermore, perceived ease-of-use is the determinant that is referring to the use of technology will be uncomplicated (Bailey, Bonifield, and Arias, 2018). And, majority of the consumers who watch Facebook advertisements perceive that these are effortless to watch through the application of several tools. It is to explain that, the proposed conceptual model does not include the 'perceived ease-of-use as a variable drawn from the TAM model, which determines an individual user's insight while the technology usage (Davis, 1989). As this variable has resulted in insignificant value towards the prediction of consumers' behavioral intentions in advertising of SNSs (Bianchi and Andrews, 2018, Andrews and Bianchi, 2013) the decision to eliminate this variable from the model is justified in this research. Also, Bounkhong and Cho (2017) found that perceived ease of use resulted in an insignificant relationship with consumers' behavioral outcomes in a study of social commerce. Davis, Bagozzi, and Warshaw (1989, p. 997) removed TAM from the proposed

model after finding out the insignificant relationship between attitude the purchase intention. In line with this,

Parallel to the above discussion, Wang and Wang (2009, p. 765) resulted that, the inclusion of attitude negatively impacts the relationship between perceived usefulness the behavioral intention. Supporting this, Liu (2010, p.54) asserted that, attitude is not a very useful construct in examining the effect of perceived usefulness on consumers' behavioral intention. Similarly, Abdullah, Ward, and Ahmed (2016) did not consider attitude in their proposed model to investigate consumers' behavior in the inclusion of TAM. Additionally, Sharif et al. (2021) examined Pakistani Facebook users' self-disclosure behavior by adopting TAM, but not included attitude in their model.

Therefore, for this research, the perceived usefulness of TAM is considered as the millennial consumers' acceptance that the benefits they are getting via the Facebook advertising of Facebook brand pages will be facilitating intention-to-purchase. As per the concept of perceived usefulness, this research postulates that through the Facebook advertisements on Facebook brand pages of local fashion, event management, and photography services, millennial consumers' purchase intention activity can be performed better, to support the purchase decision consumers made before purchase on any media, the usefulness of the advertisement is very important (Bianchi and Andrews, 2018). Therefore, considering the above discussion it is to state that perceived usefulness is adapted from the study of Davis's (1989) TAM model in this research as using Facebook brand pages can improve consumers' purchase intention behavior.

2.4.2.4. Research Gap in TAM Model:

Therefore, accepting these limitations and opportunities, also supporting these assumptions of the present research, it is to investigate whether Facebook advertisements sourced from Facebook brand pages in fashion and lifestyle, event management and photography sectors resolve consumer queries; by providing utilitarian, hedonic, and informational usefulness perceived by consumers as useful or not. And, how these understandable components impact millennial Facebook users' purchase intention through the direct and indirect effects of consumers' online engagement. Additionally, the perceived usefulness of TAM needs to examine more as Facebook is frequently updating its boosting strategy, conversion pixel, and attribution numbers for a better ad experience.

The major change of Facebook as 'Meta', has initiated many updated policies where the virtual reality of the advertisement posts will be reaching a new dimension, which has vast potential for academics, page owners, and advertisers. Moreover, the practice of digital connectivity through 'Meta' will pressurize the brand owners to omit the physical landscape stores and adopt a virtual shopping space of interactive advertising through the cloud, artificial intelligence, ad-tech, and connectivity (Kraus, 2022; Kim. 2021). In integrating TAM and TRA, Bianchi and Andrews (2018) affirmed that TRA and TAM, cannot entirely consider consumers' psychosocial aspects indisclosing the level of consumer engagement and behavioral intentions. Therefore, including two variables from TAM, and TRA, this research incorporates three variables from other models and theories such as the entertainment value of Facebook advertising, consumer's online engagement, and social media influencer marketing to expand the model's analytical influence.

Thus, applying TAM in the Facebook advertising context, this research postulates perceived usefulness as the belief of consumers about Facebook ads which influences their purchase intention mediated by the relationship with online engagement. The researcher of this thesis, therefore, proposes the model including perceived usefulness as the independent predictor.

2.4.8 Social Media Influencer Marketing:

The growth of influencer marketing is very rapid as the influencers on social media apply a specialist's approach. In this regard, Berne-Manero and Marzo-Navarro (2020) have explored that like personal interaction with peers, SNS has activated easy access to updates the brands and companies through influencers. In line with this, Kim and Kim (2020) mentioned that from \$0.5 million in 2015 it has reached \$2.3 billion in 2020. Surprisingly, the influencer marketing industry has a market share of 5-10 billion USD in 2020 (Nguyen, 2020). Furthermore, in 2020, marketers globally spent an influencer marketing budget of approximately \$10 billion (Reinikainen, Maity, and, Vilma Luoma-aho, 2020). Among the several advertising strategies, influencer marketing is so cost-effective that 94 percent of marketers apply this for product promotion (Lou, Tan, and Chen, 2019). It is to include, influencer marketing is the mostly applied marketing strategy on social networking sites (SNSs) which is expected to reach \$15 billion by 2022 (Hudders, De Jans, and De Veirman, 2020).

2.4.3.1 Opinion Leaders and Social Media Influencers:

The origin of social media influencer marketing is underpinned by opinion leaders, who are the experts in any area regardless of any media in contrary to social media influencers, who must have their specific specialization which will exist with an account on social networking sites (SNSs). Digging deeper into this statement, the conscious and well-informed person in his/her field an expert on brands, who are spreading opinions to others by experiencing a trial purchase of new products, are opinion leaders (Nosita and Lestari, 2019; Wahane, 2019; Burke, 2017). Akdevelioglu and Kara (2020, pg. 72) said “Opinion leaders are experts in their area of expertise and are well connected to others”. These leaders significantly influence people’s perceptions, motivations, and behavioral actions with their credible presence and placement with the product (Nosita and Lestari, 2019). Moreover, in differentiating bloggers, opinion leaders, and influencers, Anongdeh and Barre (2019) posited that bloggers, only post blogs on their websites through a link of content that is controlled regarding what will be seen by the audiences and is not focusing on the relationship. Whereas, opinion leaders’ presence must be relevant and unique with the credible exposure of product usage experience, as suggested by Al Maadeed (2018). Otherwise, the followers will only follow but, leaders may be unable to persuade them.

Deng, Li, and Suh (2020) stated that the booming of SNSs in consumers' lives increases marketers' dependency on social media influencers as a powerful vehicle. On social networking sites (SNSs), such as; Facebook and Instagram trustworthy and skilled niche area specialists share their views in a manner that engages their followers by the means of commenting, liking, and sharing (Chetioui, Benlafqih, and Lebdaoui, 2019). Influencers on social media are perceived as genuine amongst their followers like their fellow friends (Wiedmann and Mettenheim, 2020; Boerman, 2019; Lou and Yuan, 2019). Additionally, influencer marketing is more affordable and ensures massive audience reach on SNSs compared to other traditional media (Kay, Mulcahy, and, Parkinson, 2020; De Veirman and Hudders, 2019). Influencer marketing is often interchanged with native advertising as its paid relationship is not easy to understand (Kim and Kim, 2020; Lou, Tan, and Chen, 2019). Influencer marketing is referred to as native advertising or sponsored content which is mostly non-commercial asserted by Boerman and Reijmersdal (2020).

However, although a social media influencer (SMI) can be an opinion leader, an opinion leader doesn't need to be a social media influencer (SMI). To justify this, some academic evidence could be drawn for this purpose. A parallel to the discussion can be found in the findings of Chetioui, Benlafqih, and Lebdaoui (2019) and Quelhas-Brito et al. (2020) that, SMIs are often perceived as opinion leaders, but contrary to opinion leaders, SMIs are recommending about products and services in several industries specifically in fashion. To engage and motivate followers towards their own opinions, an influencer must have originality and uniqueness in their opinion leadership (Kiss, 2021). Accordingly, social media influencers (SMIs) regularly share their everyday lives in terms of any product or brand usage on any social media platform than just only sharing opinions about any subject area like opinion leaders (Deng, Li, and Suh, 2020; Dhanesh and Dutchler, 2019; Chetioui, Benlafqih, and Lebdaoui, 2019; Lisichkova and Othman, 2017; Marwick, 2016). SMIs can persuade their followers by associating with the SNS, in turn; followers share expression by commenting, sharing content, liking, and supporting the reviews (Erkan and Evans; 2016; Knoll; 2015). On the contrary, as per Wahane (2019) and Burke (2017), the activities of followers' engagement (like, comment and share) are not compulsory to evaluate an opinion leader.

An influencer can be an opinion leader in a certain product category based on these skills and characteristics but not in another domain (Hudders, De Jans, and De Veirman, 2020; Schouten, Janssen, and Verspaget 2020). Commonly in these niche areas, marketers collaborate with credible influencers because of their authentic visual reviews as followers can find 'realness' and 'intimacy' in adopting the sponsored content (Lin et. al., 2021; Kim and Kim, 2020; Chopra, Avhad and, Jaju, 2020). This is known as 'product placement' by influencers on social media swelling followers' interest (Alassani and Göretz, 2019). Parallel to this, social media have enabled content creators to be recognized by borderless audiences at once through their videos, images, and communication (Reinikainen, Maity, and, Vilma Luoma-aho, 2020). Therefore, considering this evidence, this research is legitimizing that social media influencers (SMIs) characteristics and level of relationship are consistent to investigate in the SNSs advertising context rather than the opinion leaders.

Dynamic marketers presently emphasize influencers' personalities and skills to convince consumers to engage by collaborating on company messages (Brown and Hayes, 2008). However, Nguyen, (2020) and Anongdeh and Barre (2019) claimed that influencer marketing originated

from word-of-mouth (WOM), which is a very useful term to recognize the preferences of a group of individuals in a community. Besides smoothening communication, social media networks encourage information disbursement through word-of-mouth (WOM) by influential opinion leaders engaging in presentations (Lee and Kim, 2020; Burke, 2017). The message generated by opinion leaders is perceived to be credible compared to mass advertising (Wahane, 2019; Burke, 2017). Additionally, in social media; these experts are known as social media influencers (SMIs) product usage information, sharing personal thoughts, and relating specified products with their self-image reshape users engaging behavior. Akdevelioglu and Kara (2020) researched opinion leadership in two aspects, perceived opinion leadership, and social media opinion leaders. From a social media perspective, electronic word-of-mouth (eWOM) is a term that exists on the internet by the means of a consumer's positive or negative statements or reviews towards any object (Anongdeh and Barre, 2019; Kanthawongs, 2019; Evans et al., 2017; Glucksman From, 2011). The hands-on experience and genuine reviews along with the social benefit, and credible perception of shopping products, i.e.; fashion products, clothing, beauty, cosmetics, etc. uniquely generate brand loyalty on social media (Kanthawongs, 2019). In associating with this, Evans et. al. (2017) found that eWOM is a natural activity originating from a satisfied consumer, who has a prior positive brand experience and is known as an 'influencer'. Online reviews give social media users an authentic opportunity to assess the quality of the product, real-time experience, and service superiority (Kanthawongs, 2019). Moreover, eWOM is operated by a digital marketing method in distributing the marketing messages fast (Anongdeh and Barre, 2019), which induce towards the purchase (Lou, Tan, and Chen, 2019). The interaction with the users on social media can be developed with the influencer's engagement in which eWOM induces the probability of purchasing a specified product (Quelhas-Brito et al., 2020; Danieli, 2016). Parallel to this, Glucksman (2017, p.38) argued, "Social media influencers are masters at eWOM". In recent years, brand owners in niche areas depend on this skilled social media users' capability, by recognizing their performance of positive disbursement of information-enhancing eWOM on social media (Wahane, 2019). According to Hennig-Thurau, Gwinner, Walsh, and Gremler (2004, p. 39) eWOM means, "any positive or negative statement made about a product or company, which is made available to a multitude of people and institutions via the Internet". Wen (2019) stated that social media users and the platform gained tremendous attention from marketers to successfully reach brand awareness, and advertising exposure by formulating e-WOM. Product and service

message is well-accepted by the audiences as eWOM is perceived as credible and in influencer marketing, the interchange of information happened either passively or directly (Anongdeh and Barre, 2019). However, influencer marketing applies paid eWOM revealed by earlier academics (Evans et al., 2017; Lou, Tan, and Chen, 2019).

To be specific, Lisichkova and Othman (2017) defined that, unlike celebrities or commercial bloggers the SMIs create their content and raise their voices for small, networked people. Moreover, they have developed their online personality through self-presented content engaging peoples' relationships with the brand (Dhanesh and Dutchler, 2019). These trusted individuals in their field cultivate participants' choices by applying their verbal and visual performance to judge or convey opinions about related products (Nguyen, 2020; Anongdeh and Barre, 2019; De Veirman, Cauberghe, and Hudders, 2017). Undeniably, SMIs are the people in manage trustworthy relationships and affection amid the observations of their followers about their activities and image (Argyris et al., 2020). It is also true that consumers have so many options to get product information, but which one is reliable they are unaware of or confused about (Trivedi and Sama, 2020). In social media, expert people in a niche area (such as; fashion, beauty, make-up, yoga, workout, health, cooking, or interior décor) may provide relevant suggestions and recommendations from a general user's perspective of a product (Nosita and Lestari, 2019). These experiences which are shown on Facebook through short videos, live streams, images, and review posts reduce consumers' associated risk who have no prior skills in such product usage (Nosita and Lestari, 2019; Erkan and Evans; 2016; Knoll; 2016). Generally, people always prefer to value their self-images and attract others who are similar to them (Argyris et al., 2020), in the social media influencer marketing perspective this concept is very realistic. In this regard, Argyris et al. (2020) found that visual similarity is increasing positively followers' brand engagement. Thus, the concept of social media influencers arises (Lisichkova and Othman, 2017).

Connected to the above discussion, the positive and negative experiences of eWOM and opinions of certain product categories, such as; fashion, beauty, lifestyle, and health activate other users' desire to purchase on SNSs (Chopra, Avhad and, Jaju, 2020; Kay, Mulcahy and, Parkinson, 2020; Dhanesh and Dutchler, 2019; Lisichkova and Othman, 2017; Evans et al., 2017). Specifically, Berne-Manero and Marzo-Navarro (2020), Ki et al. (2020), Lee and Kim (2020), and Schouten, Janssen, and Verspage (2019) investigated beauty influencers on social media. And, in fashion and

lifestyle, Jin, Ryu and Muqaddam (2021), Wiedmann and Mettenheim (2020), Alassani and Göretz (2019), Lou, Tan and Chen (2019), Chetioui, Benlafqih and Lebdaoui (2019), Chetioui, Benlafqih and Lebdaoui (2019), Jin and Muqaddam (2018) and, Kim and Song (2017); and specifically only in lifestyle products, Hwang and Jeong (2016) found influencers successfully achieve brand owner's objective in impacting followers' behavior. Also, in the food sector, partnering with micro-influencer is very common now as revealed by Pinda et al. (2021), Boerman and Willemsen(2017), and Macon (2017). Along with these areas, the travel and fitness sectors also employ micro-influencers for their brand visibility on certain topics (Lin et al., 2021; Sokolova and Perez,2021; Jin, Ryu, and Muqaddam, 2021; Deng, Li, and Suh, 2020; Sakib, Mohammadali, and Atefeh,2019; Kay, Mulcahy and, Parkinson, 2020; Dhanesh and Dutchler, 2019). Yılmaz, Sezerel, and Uzuner (2020) have exposed that SMIs are very skilled at practicing eWOM in the tourism sector.

Analyzing these issues and academic indications, it is to say that despite a growing body of research that has investigated SMI's collaboration from an impactful perspective, none of the academics have shed light on local-fashion products, event management, and photography services from a Facebook advertisement standpoint.

However, if SMIs are always reviewing positively and posting about sponsored product placement, their credibility and trustworthiness are lost revealed by previous academics (Al Maadeed, 2018; Lisichkova and Othman, 2017; Dehghani, 2016; Gvili et al., 2016). At the same time, negative or criticized reviews impact followers with a critically harmful effect as such information can be remembered for a longer period, as revealed by Al Maadeed (2018). Also, this author (2018) suggested marketers have to be very concerned about collaborating SMIs as consumers can spread negative eWOM rapidly with their technological sufficiency.

Argyris et al. (2020) stated that influencers are not celebrities, and they have a massive base of followers on their social media accounts. Followers are the users of social media who subscribe to influencers' profiles to get every update of the posts from a few too many in numbers (Argyris et al., 2020). Notwithstanding, SMI characteristics have been examined in several sectors of SNSs and a larger number of scholars have disclosed evidence in Instagram and YouTube influencer's aspect. For instance, Argyris et al. (2020) have investigated Instagram influencers in foods and cooking, fashion and makeup, workout and body image, and video games. Furthermore, Instagram influencers 'realness' is embellished in these areas to persuade followers' engagement

which has gained the attention of brand managers (Argyris et al., 2020; Dhanesh and Duthler, 2019). Likewise, how YouTube influencers' sponsorship disclosures affect consumers' purchase intention is examined by Boerman and Reijmersdal (2020). A similar finding is published by Martínez-López et al. (2020) on social media influencers (SMIs) on Twitter. Connected to this, Instagram influencer's disclosure symbols positively affect followers' engagement level in sponsored content published empirically by Boerman (2019). By conducting qualitative research, Anongdeth and Barre (2019) exposed that Instagram influencers reinforced positively the follower's attitudes toward sponsored posts.

From the above discussions, it is noted that although previous research has been focused on social media influencers (SMIs) partnership on Instagram, Twitter, and YouTube, none of the research has analyzed social media influencers (SMIs) influence from a Facebook perspective. is advised by Knoll (2015) to identify 'influential users' as they are more reliable in disseminating brand information among a large homogenous consumer base in comparison to targeting advertisements. Accordingly, Duffet (2020) recommended that online marketers should adopt social media influencers' para-social interaction to attract millennial and Generation Z consumers' attitudinal level. Therefore, this has created a research gap to examine how social media influencers (SMIs) credible characteristics and interaction levels with followers can be better implemented as an antecedent of Facebook advertisement.

2.4.3.2. Social Media Influencers (SMIs):

Understanding the over-saturation of advertisements on SNSs, Chopra, Avhad, and Jaju (2020) stated that, it is very hard to capture consumers' attention in this saturated competitive world by accepting consumers' limited attention spans. The employment of a natural story-telling approach concerning daily lives solution is driving consumers' highest engagement to perceive social media influencers (SMIs) as genuine (Kim and Kim, 2020). Furthermore, Deng, Li, and Suh (2020) explored that SMIs are more reliable for brand endorsement as consumers trust them more than mass media advertisements. More specifically, social media influencers (SMIs) are independent third-party endorsers who are expressing their point-of-view and product consumption experiences authentically on social media (Lin et. al., 2021; Kim and Kim, 2020; Wahane, 2019; Wen, 2019; Boerman, Willemsen, and Van Der Aa, 2017; Evans, Phua, Lim, and Jun 2017). The social media influencer (SMI) is a person who can develop a strengthening relationship with their fans and can

benefit them through real-life experience and usage (Trivedi and Sama, 2020; Godey et al., 2016). Also, social media influencers (SMIs) are the individuals in the brand community, on a certain topic, who can induce engagement, and brand conversation and achieve the intended goal of the brand compared to other professionals (Kim and Kim, 2020; Lee and Watkins, 2016; Jin and Phua, 2014). Specifically, influencers are the 'everyday people' on social media sharing their own opinions which persuade their followers in making a decision (Chopra, Avhad, and Jaju, 2020; Hudders, De Jans and De Veirman, 2020; Brown and Hayes, 2008). Indeed, they are considered the 'face of products and the brands' claimed by Nguyen (2020, p. 39), who agrees to speak about brand usage encouraging followers' perception either voluntarily or by pay. Whereas, Hudders, De Jans, De Veirman (2020) have revealed that between earned and paid for, the non-commercial compensation of brand posts is mostly accomplished by free products or samples and in paid form, the influencers sponsored brand posts are compensated by money (Myyrä, 2020).

Similarly, Lim et al. (2017) stated they can persuade their follower's viewpoints by sharing personal experiences of their lives and the latest product information. Adding to this, expert people having proficient in their chosen field of product consumption and can persuade others to purchase behavior are recognized as influencers (Lisichkova and Othman, 2017). The modern type of third party, who can impact the audiences' opinions and are also self-dependent, is known as an influencer (Nguyen, 2020). In this way, they can raise brand awareness. Influencers are role models (Anongdeh and Barre, 2019) within their domain, such as; singers, actors or actresses, fitness motivators, cooking experts, make-up specialists, doctors, journalists, and bloggers to influence individuals' behavior (Brown and Hayes, 2008). They can impact other users in varying forms, such as; celebrities, journalists, experts, public figures, bloggers, and, social micro-celebrity identified (Lisichkova and Othman, 2017). Moreover, Reinikainen, Maity, and, Vilma Luoma-aho (2020) found, that SMIs can be alternatively considered competent marketers. However, influencers can skillfully manage 'self-branding' with the aim of profit-making (Hudders, De Jans, and De Veirman, 2020; Khamis, Ang, and Welling 2017).

In the present bombarded advertising era, social media is also submerged to capture the audience's attention and everything. Not only influencing the audiences, but influencer marketing also executes trust and proficiency among the potential audiences to make them loyal (Nguyen, 2020). Therefore, engaging consumers through perceived information influencer marketing is highly

effective (Boerman, 2019). It is because, as audiences follow their favorable influencer voluntarily and relationship ties become stronger in them (Wahane, 2019). Influencer marketing is majorly beneficial for small businesses that cannot afford costly promotional methods (Nguyen, 2020; Anongdeh and Barre, 2019). Before collaborating with influencers, marketers first approach the comprehensive planning about brands, target audiences, objectives of collaboration, influencers' credibility, and congruency with the products specifically (Nguyen, 2020). Additionally, Berne-Manero and Marzo-Navarro (2020) and Boerman (2019) have asserted that, to qualify any spokesperson for the brand collaboration marketers to have to determine the demographic profile of the influencer, and followers' size, content quality, and subject-area expertise. But, to impact audiences' thought processes an influencer does not need to be a celebrity revealed by Nam and Dân (2018); moreover, the influencer could be surrounded by their friends, colleagues, family members, and acquaintances found by these authors (2018). Social media influencers critically influence brand attitudes perceived by consumers through trustworthiness and credibility identified by Ünal (2019), Al Maadeed (2018), and, Lisichkova and Othman (2017). On the otherhand, product know-how is perceived to be more influential beyond trustworthiness, proficiency, and the prerequisite of celebrity sponsorship (Davis, 2017). Moreover, marketers recruit well-known social media users in collaborating with their brands aiming to make their followers loyal to the brand stated by Martínez-López et al. (2020) and Ünal (2019). The fundamental criterion to be an influencer is generating a stronger influence amongst the followers (Brown and Hayes, 2008). However, a large number of followers within a personal social media account is also one of the considerable attributes to be an 'influencer' for someone (Wen, 2019).

Adding to the above discussion on SMIs, this part, it is to include that, several latest academics have studied how millennial consumers' behavior will be modified towards the sponsored products in collaboration with the SMIs. Millennials prefer influencers' opinions as these skilled people understand millennials' hobbies, interests, thinking patterns, and stages of problems concerning any product consumption (Nguyen, 2020). The reason behind this is that social networking sites (SNSs) popularity is accelerating influencers' acceptance among the millennials (Argyris et al., 2020). Lilja (2019, p.8) stated, "Social media has enabled the millennial to discover new brands which have encouraged them to connect with the brands in social matters that take place online." Moreover, Chopra, Avhad, and Jaju (2020) exposed that, social media influencers (SMIs) are rapidly expanding because they can effectively utilize two-way communication with users on

Facebook, Instagram, and YouTube. To reduce the cost of online advertising (De Veirman and Hudders, 2020) and assurance of message acceptance (Evans et al., 2017) on Facebook, Instagram, and Twitter, influencer marketing is most suitable (Martínez-López et al., 2020; De Veirman et al., 2017). Investigating a younger sample of YouTube vloggers who are aged 20 Reinikainen, Maity and, Vilma Luoma-aho (2020) stated that, brand owners are increasing their partnering with social media influencers to engage consumers with their brands easily. Consequently, Coco and Eckert (2020) and Glucksman (2017) stated that SMIs are more powerful compared to traditional celebrity appearances through the strong persuasion of products on Facebook, Instagram, Snapchat, Twitter, and YouTube viewers. Likewise, Lou, Tan, and Chen (2019) mentioned influencers as the 'key opinion leaders' and 'regular people' among millennial consumers. Influencers' performance can generate a vibe of a new viewpoint of brand adoption integrating it into an everyday lifestyle (Nguyen, 2020) among the young followers of SNSs. Another reason that marketers choose influencers on Facebook and Instagram, is because of adding value through content co-creation and personalized connection (Coco and Eckert, 2020; Vinerean and Opreana, 2019; De Veirman et al., 2017). However, Argyris et al. (2020) pointed out that, SMIs should not try to pretend anything which is not similar to their image and characteristics as it is arising distrust among their millennial followers. Because, for purchasing beauty products and other necessary products, millennial consumers review online ratings and real experiences of expert social media influencers (SMIs) as the products are very sensible to use (Kim, 2019).

2.4.3.1. Social Media Micro-influencers on Social Networking Sites

(SNSs):

Through the advertisements on SNSs, advertisers are easily locating segmented consumers by targeting strategy which includes available information of the potential consumers on the Internet (Knoll, 2015). Additionally, Lilja (2019) prompted that, on Facebook, and Instagram like social networks sites (SNSs) marketing success relies on interactive images and videos featuring products and services. Furthermore, credible information in social media creates a strong bonding between marketers and SNSs users (Ki and Kim, 2019; Al Maadeed, 2018; De Veirman et al., 2017; Lisichkova and Othman, 2017). Connected to this, Danieli (2016) stipulated that brand and product awareness information cultivate trust for continuing engaging relationships. Recently, social media

influencers (SMIs) on Facebook, YouTube, and Instagram have become the most demanding form to reach the target audience with brand messages cost-effectively (Lim et al., 2017). Connected to this, Anongdeh and Barre (2019) proclaimed that, authority influencers' recommendations and opinions are perceived as the expression of detailed experience on a certain topic. On the other hand, social media influencers (SMIs) are the users of social media who garnered other users' acceptance either through organic or paid collaboration with or without sponsorship disclosure (Anongdeh and Barre, 2019).

Social media influencers (SMIs) marketing value can be easily assumed by their follower size (Wahane, 2019). In this regard, a follower base between 10,000 to 100,000 or 500,000 are micro-influencers (Kiss, 2021; Hudders, De Jans and De Veirman, 2020; Berne-Manero and Marzo-Navarro, 2020; Myyrä, 2020; Anongdeh and Barre, 2019; Dhanesh and Dutchler, 2019; Chetioui, Benlafqih and Lebdaoui, 2019; Boerman, 2019;) and macro-influencers have above 100,000 followers on their social media account (Hudders, De Jans and De Veirman, 2020; Wahane, 2019). However, micro-influencers have followers within 10,000 to 1,50,000 followers revealed by Wiedmann and Mettenheim (2020). Likewise, Kay, Mulcahy, and Parkinson (2019) asserted that based on the follower's number the evolution of micro-influencers and macro-influencers originated. The more SMIs relate brands to their regular lives, the higher the chance of credibility perceived by consumers compared to celebrities (Ki and Kim, 2019; Audrezet et al., 2018; De Veirman et al., 2017). Similarly, among the category of influencers, celebrity influencers have many followers and usually, and are the giant public figure where individualized communication is rarely happening (Lee and Kim, 2020; Martínez-López et al., 2020; Anongdeh and Barre, 2019). Differentiating celebrities and influencers, Lou, Tan, and Chen (2019) specified that; influencers are highly visible and trusted by their followers on social media because of their content whereas; celebrities have eminent visibility on television, magazine, or other mass media only. Influencers on Facebook and Instagram diverge from traditional celebrities as they can establish themselves as the 'personal brand' asserted by Kay, Mulcahy, and Parkinson (2019), De Veirman et al. (2017), and Evans et al. (2017). Followers are those people who voluntarily adore influencers' opinions in their purchase decision and encourage others to follow them (Nguyen, 2020). Followers of influencers are the ultimate subject that is predisposed by SMIs (Nguyen, 2020). Whereas Seeler, Lück, and Schänzel (2019) stated that micro-influencers have between 10,000 to 50,000 followers. These influencers are 'super influencers' urged by Wahane (2019). On the other hand, Micro-

influencers have followers higher than 1000 found by Nguyen (2020). Micro-influencers who are posting organically can grab consumers' interest tailored way of cultivating brand messages than macro-influencers (Nguyen, 2020). However, Nano-influencers have higher engagement with followers although they have a follower base of between 1,000 and 10,000 (Kiss, 2021; Dhanesh and Dutchler, 2019; Boerman, 2019). Nano-influencers occupy a very limited and selective number of followers with impactful opinion leadership and are showing non-paid brand demonstration, compared to macro and micro-influencers on social media (Akdevelioglu and Kara, 2020; Hudders, De Jans and De Veirman, 2020). Real-life relationships and powerful persuasions can be enhanced by this smaller layer of nano-influencers through their natural-story telling brandposts (Seeler, Lück, and Schänzel, 2019).

Although, micro-influencers have a small base of followers having sharper communication skills which can generate trustworthiness (Chopra, Avhad, and Jaju, 2020). Likewise, between the earned and paid types of influencer marketing, micro-influencers can increase the highest reach of the brand collaboration by approaching organically or earned process (Nguyen, 2020). Micro-influencers have impactful engagement (Ghosh, 2021; Myyrä, 2020) and loyalty to their followers at a low cost (Anongdeh and Barre, 2019). Similarly, micro-influencers have the highest engagement rate at about 25 percent to 50 percent of individual posts compared to macro-influencers 5 percent to 25 percent engagement rate (Yılmaz, Sezerel, and Uzuner, 2020). Kim (2019) also found that social influencers on YouTube perform as 'vloggers' by uploading their personal experiences, and knowledge by displaying their expertise regarding any niche area.

Among these three major social media influencers classification, academics have explored that micro-influencer is positioned in the highest rank for their authenticity and intimacy (Hudders, Steffi, and Veirman; 2020; Britt et al., 2020), in achieving business success compared to macro-influencers. In the influencer marketing context, micro-influencers are mostly preferred to achieve marketing objectives by marketers (Berne-Manero and Marzo-Navarro, 2020). Moreover, micro-influencers do not have a massive fan base like macro-influencers and meso-influencers, but they are more attractive, knowledgeable, and authentic (Boerman, 2019). The number of 'likes' earned by micro-influencers on each post is about 1,000 to 100,000 which indicates their credibility (Kay, Mulcahy, and Parkinson, 2020). Moreover, audiences' engagement with the micro-influencers shifted to their promoted brands and Wahane (2019) revealed that this action influences

consumers' purchase intention. For increasing organic reach and direct contact, marketers are gradually depending on influencers' content (Lou, Tan, and Chen, 2019), which is increased at the peak level during the quarantine period of COVID-19 (Ghosh, 2021).

Influencers' recommendations are increasing followers' purchase desire on Facebook and Instagram (Berne-Manero and Marzo-Navarro, 2020). Facebook, YouTube, Instagram, and Twitter are effective social media networks for influencers' exposure targeting expected fans- followers; however, Facebook is positioned top in bridging the limitations of other SNSs (Wen, 2019). Also, Facebook has become the largest community of credible reviews generated from users, which marketers leverage as an authentic voice of promotion and word-of-mouth. Rather than paid sponsorship, product showcasing with useful-self generated content on Facebook increases the trust of the influencers revealed in a study (Wen, 2019). Connected to this, Ünal (2019) explored that; information search, brand attitude, social influence, discounts, and brand loyalty are some prominent reasons to 'like' brand pages on Facebook. These connections cognitively and emotionally engage consumers' likelihood of a purchase from those brand pages (Ünal, 2019). Specifically on Facebook, reading peer users' comments and shared resources derived from the marketers induce consumers to perceive the contents as credible (Hamouda, 2018; Dao et al., 2014). Users also have a habit to like the post on the brand page if they notice their friends or family members have 'liked' it, driven by social media interaction and conformity (Ünal, 2019).

Earlier scholars on the social media influencer marketing context have revealed noteworthy findings by examining the micro-influencers impact on young followers' behavioral outcomes. For example, Nguyen, (2020) has confirmed that, in the influencer marketing campaign, interactive trust from both parties is required and specifically, micro-influencers are firstly preferred by the marketers. Investigating Instagram, Anongdeh and Barre (2019) stated that young consumers have a heightened amount of participation in eWOM on SMI posts than traditional broadcast media. Furthermore, micro-influencers on Instagram are explored to be more realistic, can achieve a high conversion rate, eWOM, natural, and are committed to their followers (Berne-Manero and Marzo-Navarro, 2020; Evans et al., 2017). Wiedmann and Mettenheim (2020) and Vinerean and Opreana (2019) researched Instagram influencers in the luxury brand category and Coco and Eckert (2020) within Facebook and Instagram domains. Accordingly, Ghosh (2021)

found that in the new normal (COVID-19 pandemic) millennial consumers are influenced by Instagram micro-homefluencers relevant and relatable product placement.

To determine the effective influencers' characteristics and relationship level, the Source Credibility Model and the Para-social Interaction Theory are mostly applied by social media influencers scholars. The evidence of these two concepts' application is provided in the following section:

2.4.3.2. Source Credibility Model:

The source credibility model comprised attractiveness (likeability, similarity, and familiarity), trustworthiness and expertise are prescribed by Hovland et al. (1982). Supporting Hovland and Weiss (1951), Lou and Tan (2019) affirmed that source credibility is one of the important concerns to influence the persuasion process upon someone. Hovland and colleagues (1982) model are later corroborated by Ohanian (1990), for determining the social media micro-influencers dimensions. Ohanian (1990) detailed that, how any communicator's favorable characteristics impact on receiver receiving the message is referred to as 'source credibility. Ohanian (1990, p.41) moreover, mentioned that "Understanding and defining source credibility...is often confusing because of the many operationalizations that appear in the literature". If the communicator's characteristics enrich the persuasiveness of any message, then the communicator is perceived to have source credibility (Anongdeh and Barre, 2019; De Veirman and Hudders, 2019; Ohanian, 1990). By proposing this model, Ohanian (1990) argued that the spokesperson's aptitude in the key area is contingent on the nature of the message and how it is influencing receivers' senses and opinions (Anongdeh and Barre, 2019; De Veirman and Hudders, 2019; Ohanian, 1990). The intimate relationship or 'para-social interaction' between the follower and the influencer has been extended by Ohanian (1991) by proposing the source attractiveness model (Solokova and Kefi, 2020). Specifically, source attractiveness is comprised of similarity, familiarity, and likeability as the determinants (Hudders, De Jans, and De Veirman, 2020; Schouten, Janssen, and Verspaget, 2020). A significant number of previous scholars of social media influencer marketing have defined SMI's credibility that, it is comprised of trustworthiness, acceptability, authenticity, and required skills and experience in the message which is sourced by social media influencers (SMIs) (Deng, Li, and Suh, 2020; Berne-Manero and Marzo-Navarro, 2020, Chopra, Avhad and Jaju, 2020; Martínez-López et al., 2020; Solokova and Kefi, 2020; Lee and Kim, 2020; Wiedmann and Mettenheim, 2020; Chetioui,

Benlafqih and Lebdaoui, 2019; Boerman, 2019; Schouten, Janssen, and Verspaget, 2019; De Veirman et al., 2017; Djafarova and Rushworth, 2017; Hwang and Jeong, 2016).

On social media what characteristics of an influential figure can reinforce users' interaction, has been studied widely by several authors (Reinikainen, Maity and, Vilma Luoma-aho, 2020; Martínez-López et al., 2020; Dhanesh and Duthler, 2019; Jin, Muqaddam, and Ryu, 2019). Consumers are responding positively to SMI-branded content if those are matching with influencers' characteristics (Lou and Yuan, 2019). The social media influencers (SMIs) trustworthiness, expertise, and perceived favorableness are presumed to be effective in influencing millennials' brand attitudes revealed by Trivedi and Sama (2020). Connected to this, authenticity, expertise, attractiveness, uniqueness, credibility, and perceived trustworthiness are positioned to be the crucial characteristics of SMIs (Lisichkova and Othman, 2017, Chu and Kamal, 2008). However, Lou and Tan (2019) have applied four-dimensional; expertise, trustworthiness, attractiveness, and similarity as the paradigm to examine SMI's credibility toward consumers' purchase intention. Previous literature has found that the credibility of the influencer includes, trustworthiness (Coco and Eckert, 2020; Reinikainen, Maity and, Vilma Luoma-aho, 2020; Wiedmann and Mettenheim, 2020; Hudders, De Jans and De Veirman, 2020; Hwang and Jeong, 2016), expertise (Hudders, De Jans and De Veirman, 2020; Wiedmann and Mettenheim, 2020; Reinikainen, Maity and, Vilma Luoma-aho, 2020; Quelhas-Brito et al., 2020; Chetioui, Benlafqih, and Lebdaoui, 2019; Hwang and Jeong, 2016) and attractiveness (Reinikainen, Maity and, Vilma Luoma-aho, 2020; Wiedmann and Mettenheim, 2020; Lee and Watkins, 2016; Sokolova and Kefi, 2019). Adding to this, the SMIs who are divulging huge information about themselves and the daily life they are passing are increasing the authenticity from their followers' side (Coco and Eckert, 2020). **Table 2.4** summarizes the main literature review of the source credibility model by Ohanian (1991) and the social media micro-influencers.

2.4.3.2.1. Social Media Influencers (SMIs) Trustworthiness:

Social media influencers (SMIs) trustworthiness characteristics by adopting Ohanian's (1991) source credibility model, has been majorly examined by the previous authors. This is directed towards, in the interaction with the SMIs, followers tend to believe that, their relationship has been formed with any close 'friend' (Kim, 2020; Boerman, 2019), whom they can trust influenced by influencers' credibility characteristics (Boerman and Reijmersdal, 2020; Chopra, Avhad and, Jaju,

2020; Chetioui, Benlafqih, and Lebdaoui, 2019). Furthermore, the perceived credibility of any media person affects individual followers' behavior through eWOM and recommendations (Chetioui, Benlafqih, and Lebdaoui, 2019), which is associated positively with consumers and the SMIs (Ohanian, 1990). Furthermore, Chetioui, Benlafqih, and Lebdaoui (2019) and De Veirman et al. (2017) claimed that for the highest brand acceptability SMIs must have the persuasion skills such as; credibility characteristics, expertise, similarity, etc. On the contrary, Wiedmann and Mettenheim (2020) asserted that the term 'credibility' does not imply the same meaning as trustworthiness. The communicator's degree of self-assurance impacts the receiver's message acceptance which is termed trust by Ohanian (1990). For instance, the trust in a favorable personality can be shifted to another target, such as; a brand (Reinikainen, Maity, and, Vilma Luoma-aho, 2020; Danieli, 2016). Rather than any direct advertisement, consumers trust another consumer's opinion, and this is one of the reasons why influencer marketing is getting popular (Anongdeh and Barre, 2019; Lim et al., 2017; De Veirman et al., 2017). It is the dominant factor for the mutual credible relationship with the SMI (Anongdeh and Barre, 2019). Importantly, if trust is not existing between the influencer and follower, Coco and Eckert (2020) asserted that the interaction is damaged and ruined. Furthermore, if the communicators' trustworthiness dimension is not so worthy of evaluation, the message persuasiveness is not impacting significantly on audiences' attitudes (Ohanian, 1990). The way consumers' confidence is raised in admitting SMI's opinions is referred to as 'trustworthiness' (Kiss, 2021; Lin et al., 2021; Lou and Yuan, 2019). The extent to which any consumer trusts what an influencer demonstrates and speaks about is known as trust proclaimed by Chopra, Avhad, and Jaju (2020) and Chetioui, Benlafqih, and Lebdaoui (2019). Along with the relevance or match-up with the collaborative brand, SMI's trustworthiness is one of the strongest predictors of establishing followers' positive interaction (Ghosh, 2021; Schouten et al., 2020; Coco and Eckert, 2020; Chopra, Avhad and, Jaju, 2020; Lou and Yuan, 2019; Chetioui, Benlafqih, and Lebdaoui, 2019; Djafarova and Rushworth, 2017). Anongdeh and Barre (2019) explored, that millennial consumers develop an immediate sense of credibility if they understand their preferred brand is represented by their fellow users, who tend to be an expert in the niche area. Indeed, parasocial interaction (PSI) is generated by social media influencers (SMIs) to motivate followers to give priority to the SMI's opinions as like a 'trusted friend' in the purchase intention stage (Lin et al., 2021; Zhang and Hung, 2020). Influencers' actual application of the brands and their usage in front of the audience increase the millennial SNS users' intention to

purchase the product (Coco and Eckert, 2020). If any SMI is honest and genuine is determined by consumers' belief of perceived credibility (Chetioui, Benlafqih, and Lebdaoui, 2019). Along with trustworthiness and expertise, Lou and Tan (2019) stated that McGuire (1985) proposed another component to measure source credibility, which is the attractiveness of a source. Endorser's trustworthiness is strongly correlated with how the receptors perceive communicators' expertise and attractiveness (Ohanian, 1990); thus, these three dimensions are very useful in consumer behavioral research (Ohanian, 1990). Connected to this, trustworthiness refers to the audiences' belief about the degree of the legitimacy of the message (Sekhon et al., 2014), and expertise is the extent to which how any spokesperson can be perceived in his/her field along with attractiveness (Wiedmann and Mettenheim, 2020; Lee and Kim, 2020; Anongdeh and Barre, 2019; Lou, Tan, and Chen, 2019; De Veirman and Hudders, 2019; Hwang and Jeong, 2016; Ohanian, 1990; Hovland, Janis, and Kelley, 1953). To measure 'trustworthiness' as a dimension, previous researchers utilize adjectives such as; 'dependable' 'honest' 'reliable' 'sincere', and 'trustworthy' (Ohanian, 1990). Micro-influencers can exercise the highest possible engagement cost-effectively with the foundation of trust and expertise than mega-influencers or celebrities who are perceived as 'unreal' (Nguyen, 2020; Wen, 2019). Few researchers have focused on only two components of source credibility reasoning that expertise and trustworthiness are the dominant characteristics of consumers' purchase intention (Schouten et al., 2020; Djafarova and Rushworth, 2017). However, Lou and Tan (2019) have resulted that besides sources' expertise, other three characteristics of influencers (trustworthiness, attractiveness, and similarity) have led to a positive influence on followers' purchase intention.

2.4.3.2.2. Social Media Influencers (SMIs) Expertise:

The influencers on social media must have the expertise in relationship building with their number of followers by applying idiomatic efficiency (Reinikainen, Maity and, Vilma Luoma-aho, 2020; Hudders, De Jans and De Veirman, 2020; Wen, 2019). The degree to which any communicator's proficiency and advocacy regarding any topic positively affect behavioral modifications is termed expertise (Ohanian, 1990). Specifically, the purchase intention of the product takes place if the consumer perceives the celebrities' credible dimensions as similar to theirs (Ohanian, 1990). With the above stated, expertise denotes influencers' level of knowledge perceived by the audiences, and trustworthiness is stated as influencers' truthfulness (Hwang and Jeong, 2016; Hovland, Janis,

and Kelly, 1953). Adding to this, the credibility and expertise of the SMIs' can engage young audiences' attention by showcasing the versatility of product consumption publicly (Lim et al., 2017; Booth and Matic, 2011). Moreover, a highly expert source induces more positivity in them rather than a source with limited expertise (Ohanian, 1990). Indeed, expertise means solving any problems in any particular area (Wiedmann and Mettenheim, 2020; Lee and Kim 2020), furthermore, an expert's opinion expressed as statements can be more trusted. Also, previous scholars stated that SMI's expertise is an important concern that increases followers' engagement (Martínez-López et al., 2020; Wiedmann and Mettenheim, 2020; Lou, Tan, and Chen, 2019; De Veirman et al., 2017) and persuades others for goal-oriented behavior (Martínez-López et al., 2020). Likewise, rather than professional editing skills or extraordinary cinematography, followers are pleased by SMIs who are very natural and 'amateurish' in their content making (Coco and Eckert, 2020). On the other way, perceived expertise is the consumer's understanding of the influencers' quality attributes in a particular area (Chetioui, Benlafqih, and Lebdaoui, 2019; Hudders, De Jans, and De Veirman, 2020). To measure this dimension, previous researchers utilize adjectives such as; 'skilled-unskilled', 'trained-untrained', 'informed-uninformed', 'qualified- unqualified' (Ohanian, 1990).

The matching of products and followers in an influencer's posts enhancing the level of expertise is driving expected purchase intention from the followers (Hudders, De Jans, and De Veirman, 2020; Kim and Kim, 2020; Chetioui, Benlafqih, and Lebdaoui, 2019; Al Maadeed, 2018). The more the matching of the endorsed brand with the influencer, the higher the possibility of persuasion and purchase intention among followers (Ghosh, 2021; Martínez-López et al., 2020). Likewise, Berne-Manero and Marzo-Navarro (2020) posited that 'relevant' skill is needed for the appropriate showcasing of products because, divergent product collaboration is less effective in the social media influencer marketing context (De Veirman, Cauberghe, and Hudders, 2017). The congruence of the product and the influencer increases the 'image-building' in turn resulting higher degree of trustworthiness to the influencer (Wen, 2019). For fashion brands, credibility and product match-up are critically important to attract specified followers for brand recognition and intention to purchase (Kalu, 2019). Furthermore, Argyris et al. (2020) explored that the similarity and credibility of the SMI are influential in message acceptance and Martínez-López et al. (2020) stated that it creates stronger bonds between SMI and the follower. The congruence between the influencer and follower in terms of the promoted products increases the chance of para-social

interaction (PSI) further affecting the followers to adopt the SMIs demonstrated products in their everyday lives (Jin, Ryu, and Muqaddam, 2021; Coco and Eckert, 2020; Hudders, De Jans and De Veirman, 2020).

2.4.3.2.3. Social Media Influencers (SMIs) Attractiveness:

Ohanian (1990) defined attractiveness as the degree to which a consumer perceives the SMI as appealing and fascinating in terms of the product promoted (Lin et al., 2021; Djafarova and Rushworth, 2017). Furthermore, attractiveness refers to the spokespersons physical goodness generating pleasure to observe (Wiedmann and Mettenheim, 2020; Lee and Kim, 2020). The more similar the source and the audience are, familiar with the product's usability and likable by physical outlook; it can be asserted that the source is attractive (Wen, 2019). An attractive personality on any media can create an impactful persuasion about themselves and the endorsed products also (Ohanian, 1990). Moreover, an attractive athlete endorser increases her follower's purchase intention (Liu and Brock, 2011), as mentioned in the research of Wiedmann and Mettenheim (2020). To measure this dimension, previous researchers utilize adjectives such as; 'attractive' 'classy' 'elegant' 'beautiful', and 'sexy' (Ohanian, 1990). 'Beautiful' and 'attractiveness' are two objects usually considered for acknowledging attractive endorsers; moreover, if the followers found influencers alike themselves attractiveness is also generated (Wen, 2019). Despite a growing body of research that has examined the source attractiveness of a media personality, 'attractiveness' is detailed specifically as physical attractiveness in a few SNS research (Pinda et al., 2021; Kiss, 2021), denoting consumers placing of charm, appealing qualities, and alluring gestures. Connected to this, Sokolova and Kefi (2020) and Solokova and Perez (2020) investigated fashion influencers' source credibility and revealed that attractiveness is a dominant determinant in driving positive relationships. Consequently, the persuasiveness of the message reaches at peak if it is sourced from any graceful personality possessing attractiveness (Sakib, Mohammadali, and Atefeh, 2019). If the product/service recommendation is sourced from an expert, trustworthy and attractive SMI who has a closer tie with a follower, the purchase intention formulates faster with a faster adoption rate (Lin et al., 2021; Djafarova and Rushworth, 2017; Ohanian, 1990). Subsequently, it is a useful priority in deciding a consumer's credibility and PSI, where pictures and visual congruence of products relating to SMI are a major part of consideration (Kim, 2020; Lou

and Yuan, 2019). Thereafter, the social media influencers (SMIs) demonstrations and presentations must have to be well-matched to their follower's needs (Trivedi and Sama, 2020).

Likewise, Hudders, Steffi, and Veirman (2020) and De Veirman, Cauberghe, and Hudders (2017) revealed that such illusory communication from the followers' aspect is formed through commenting, asking questions, liking, and reacting to favorable influencers' posts. The more the PSI with an SMI, the higher the amount of credibility perception about the SMI is formed, as affirmed by Boerman and Reijmersdal (2020). In line with this, the follower's liking, commenting, and sharing of influencers' posts generate a sense of ownership of influencers' content (Munnukkaet al., 2019). Meanwhile, Kay, Mulcahy, and Parkinson (2019) have found that followers develop a strong sense of credibility if the SMI posts contain a 'number of likes' which is often determined by the proportion of follower an influencer have. In PSI, followers have familiarity with the regular life of SMIs therefore intimacy based on trust, expertise, and interest is developed (Boerman and Reijmersdal, 2020; Lee and Watkins, 2016; Tsai and Men, 2013). If these activities are happening for a long time while following a specific influencer on social media, the follower has detailed knowledge of that SMIs personal life (Boerman, 2019). However, to influence any user on social media, an influencer must have credibility and expertise, and finding the right influencer relevant to the brand is a challenge for marketers (Chopra, Avhad, and Jaju, 2020). Thus, the investigation within the influencer marketing domain is increasing faster to reveal which characteristics may specify the successful collaboration of influencers (Reinikainen, Maity, and, Vilma Luoma-aho, 2020).

2.4.3.3. Para-social Interaction (PSI) Theory on Social Media Influencer

Marketing:

The users of SNSs following influencers are associated with a certain relationship with them (Anongdeh and Barre, 2019). The highest amount of interaction is possible on social media as it is, itself an interactive platform ensuring reciprocal communication between brands and marketers (Nguyen, 2020). According to Reinikainen, Maity, and, Vilma Luoma-aho (2020), on social media developing and maintaining interaction among people is the ultimate objective. Millennials develop a fantasized association with celebrities on social media whom they identify as their self-reflection by 'friendship' although the celebrities are not aware of these relationships (Davis,

2017). Such association which is generated mainly from a general individual's perspective is termed the 'Parasocial Interaction' theory by previous academics, where Horton and Wohl's (1956) Parasocial Interaction (PSI) theory is the foundational concept. In the traditional media, instant feedback was not possible with the performers supporting the less-reciprocity characteristics of Horton and Wohl (1956, p. 215). Moreover, Reinikainen, Maity, and, Vilma Luoma-aho (2020, p. 3) stated that as social networking sites (SNSs) are highly reciprocal the PSI model originated by Horton and Wohl (1956) should be investigated thoroughly. Moreover, Sokolova and Kefi (2020) stated that for investigating influencers' persuasive approach source credibility model and para-social interaction (PSI) theory combinedly perform well.

Extending this theory in identifying consumers' favorable relationship with the media personality, Rubin Perse and Powell, (1985) revealed that parasocial interaction (PSI) is a one-sided emotive connection (Pinda et al., 2021). In this relationship, general users of any media (such as; television, magazine, internet) form an imaginary close relationship with any popular media figure over time, similar to real life which has been investigated by the earlier noteworthy SNS scholars (Coco and Eckert, 2020; Vazquez et al., 2020; Boerman, 2019; Sakib, Mohammadali, and Atefeh, 2019; Djafarova and Trofimenko, 2018; Lee and Watkins, 2016; Tsai and Men, 2013; Rubin et al., 1985; Horton and Wohl's, 1956). Specifically, PSI is an illusory relationship with any media character (Boerman, 2019; Tsai and Men, 2013). Watching the media personalities' performances recorded by a camera, gestures and verbal presentation altogether makes audiences develop PSI with imaginative eye contact to them which is a casual and informal way (Dibble, Hartmann, and Rosaen, 2016; Reinikainen, Maity and, Vilma Luoma-aho, 2020; Horton and Wohl, 1956). This, followers follow those influencers online who perceived them as a 'person like you or me' asserted by Wiedmann and Mettenheim (2020). In PSI, a relationship is a bidirectional force that is established between the audience and the performer based on the intimacy level (Coco and Eckert, 2020). Likewise, the two-way interaction of PSI can affect positively SMI's trustworthiness (Reinikainen, Maity, and, Vilma Luoma-aho, 2020). It is also revealed that following a preferable person on any media generates an attitude of closeness if this is happened for a long time presumed to be a real relationship (Boerman, 2019). Also, the high level of para-social interaction (PSI) is not negatively impacting on ad recognition of the sponsorship disclosure found by Boerman and Reijmersdal (2020).

On Facebook, the endorsers apply all of these which in turn form PSI with their followers. Moreover, on SNSs PSI can be excellently formed with any spokesperson through direct interaction either by comments or reactions which is defined as ‘friendship’ (Boerman, 2019; Lee and Watkins, 2016). Importantly, on Facebook and Instagram, this interchangeable relationship with a famous person in any area is very common (Boerman, 2019; Lee and Watkins, 2016; Tsai and Men, 2013). Such a kind of affective relationship with followers impacts the attitude certainly that consumers formed through the multiple touch-points of brands (Trivedi and Sama, 2020). In line with this, Jin, Ryu, and Muqaddam (2021) found, that to grow brand acceptance and brand relationships PSI is an unflinching tactic. Lin et al. (2021) and Pinda et al. (2021) found that both PSI and source credibility effectively pulls on millennial Instagram users' purchase intentions of female workout dresses. This theory is prolonged in the context of social media influencer marketing by several noteworthy academics. Such as; Sakib, Mohammadali, and Atefeh (2019) explored that influencers on YouTube impact positively drive weight-loss video content followers' behavior. Similar findings are also revealed by Solokova and Perez (2021), in which female followers progress towards ‘wishful identification’ by adopting sponsored brands, that develop PSI with their preferred SMIs on Instagram. It is found that the informal interaction of a performer with one specific follower on social media increases the urge of PSI among the other followers, who observe such conversation (Frederick et al., 2012). Colliander and Dahlén (2011) termed the fashion bloggers as ‘fashionable friends’ who professionally advertise the brands, and as per the para-social interaction of follower-based imagination, influencers are demonstrating real-life brand usage (Reinikainen, Maity, and, Vilma Luoma-aho, 2020). Accordingly, source information quality and opinions of influencers' strength shifted in sponsored content perceived as more reliable among the audience (Nam and Dân, 2018; Liengpradit et al., 2014). Among the source credibility dimensions, an attractive influencer can generate a more positive effect on brand attitude revealed by Wiedmann and Mettenheim (2020), thus it increases the PSI on social media (Lee and Watkins, 2016). Nevertheless, the effect of source credibility to characterize an influencer on social media is not enough, the other model to generate effective collaboration should also be studied (Hudders, De Jans and De Veirman, 2020; Reinikainen, Maity and, Vilma Luoma-aho, 2020; Sokolova and Kefi (2020).

In **Table 2.4** the summary of the main literature is presented which addresses the para-social interaction (PSI) theory in the social media micro-influencers context.

Therefore, in associating with the above discussions, previous researchers in PSI have also applied Friestad and Wright's (1994) Persuasion knowledge model (PKM) in investigating SMI's characteristics within the sponsorship disclosure (Boerman and Reijmersdal, 2020; Kim and Kim, 2020; Lou, Tan and Chen, 2019; De Jans et al., 2019; Anongdeh and Barre, 2019; De Veirman and Hudders, 2019; Boerman, 2019; Evans, Wojdyski and Hoy, 2018; Evans et al., 2017; Friestad and Wright, 1994). Specifically, the Persuasion knowledge model (PKM) is proposed by Friestad and Wright (1994), which says individuals generate their knowledge and interpretation of persuasion and strategies through any efforts of persuasion such as advertisement (Boerman, 2019). Therefore, marketers have identified such a persuasive process as a 'core strategy' (Nguyen, 2020), to speed-up consumers' future purchase decisions. If any activity is supported financially or through other aids (human resources, infrastructure) aiming to fulfill commercial goals, an event or activity, is referred to as sponsorship (Anongdeh and Barre, 2019). Additionally, Boerman (2019) has asserted that SMI posts are not identified by the general individual whether it is paid or non-paid. Consumers if see disclosures in the advertisements, they recognize that they are encountering an advertisement thus stimulating persuasion knowledge (Boerman, 2019; Evans et al., 2017; Friestad and Wright, 1994). On Facebook, ad recognition is more evident when consumers identify influencers' brand posts (Boerman et al., 2017). Consequently, recognition of advertising directed to any persuasive intent increase receivers' advertising literacy, in influencer marketing, this is triggered by the disclosure statement (Boerman and Reijmersdal, 2020; De Veirman and Hudders, 2019; Evans, Wojdyski and Hoy, 2018; Evans et al., 2017). Evans, Wojdyski, and Hoy (2018) found that covert advertising, or whether the consumers are unable to reveal the commercial nature of the advertising post is reducing viewers' ability to advertise recognition. Though, Evans, Wojdyski, and Hoy (2018) explored that in advertising sponsorship transparency is positively associated with advertising recognition and influences consumers' purchase intention. Specifically, marketers apply sponsorship to execute the positive association of brand messages with an event or activity (Anongdeh and Barre, 2019). However, sponsorship disclosure on micro-influencers content on SNSs and YouTube impacting consumer ad recognition positively revealed by Boerman and Reijmersdal (2020), Deng, Li, and Suh (2020), and Boerman (2019), Evans et al. (2017). Hwang and Jeong (2016) asserted that sponsored posts originated from the consumer's blog posts which are sponsored by third-party organizations for pursuing any marketing objective. However, influencer-sponsored posts with disclosure statements are

sometimes considered advertisements toward the consumers, which are influencers' recommendations in nature (Anongdeh and Barre, 2019). The disclosure language of SMI posts on Instagram increases consumers' advertising recognition but reduces consumers' persuasion knowledge (Boerman et al., 2017; De Jans et al., 2019; Evans et al., 2017). Whereas, Lee and Kim (2020) and Lou, Tan, and Chen (2019) have evidenced that sponsorship disclosure accelerates consumers' recognition of persuasive messages as advertising. Influencer's posts attaching sponsorship disclosure shown with the products on Facebook and Instagram generate a larger potentiality of purchase if that influencer has the necessary expertise with trustworthiness in beauty, travel, and food (Deng, Li, and Suh, 2020). "Paid ad" language as the sponsorship disclosure is more effective than "SP" and no-disclosure of SMIs post increasing advertising recognition also purchase intention, surprisingly pausing consumers to spread eWOM (Evans et al., 2017). SMI posts containing 'Paid Ads' appeared to consumers that the post is advertising (Evans et al., 2017). However, how audiences will perceive the sponsored messages rest on the way it is designed and accomplished (Anongdeh and Barre, 2019).

Table 2.4: Summary of the main literature review of the applications of the Source Credibility Model, Para-social Interaction (PSI) theory, and social media Micro-Influencers.

Table 2.4: Summary of the main literature review of the applications of the Source Credibility Model, Para-social Interaction (PSI) theory, and social media Micro-Influencers.

Author and Year	Methodology and Findings	Source Credibility Model (Ohanian, 1990)	Para-social Interaction (PSI) by Rubin, Perse, and Powell (1985)-PSI	Social Media Micro-Influencers
Anongdeh and Barre (2019)	<ul style="list-style-type: none"> Qualitative analysis (intervein technique), purposive sampling among millennial Instagram users Micro-SMIs reinforcing source credibility on sponsored posts persuade followers' attitudes. 	Y		Y
Boerman (2019)	<ul style="list-style-type: none"> Quantitative technique, convenience sampling among 277 Instagram users. 		Y	Y

	<ul style="list-style-type: none"> • Disclosure symbols positively affect followers' engagement level in sponsored content. 			
Boerman and Reijmersdal (2020)	<ul style="list-style-type: none"> • Quantitative analysis, 118 children watching YouTube • Influencers positively drive purchase intention by disclosing sponsorship in paid endorsements. 	Y	Y	
Boerman, Willemsen and Van Der Aa (2017)	<ul style="list-style-type: none"> • Quantitative analysis, purposive sampling among 133 Facebook user • Sponsorship disclosures increase persuasion knowledge. 	Y	Y	Y
De Veirman and Hudders (2019)	<ul style="list-style-type: none"> • Quantitative technique, 414 US Instagram users. • Being straightforward in disclosing compensation reduces consumers' feelings of deception, and SMI's transparency is appreciated. 			Y
Dhanesh and Duthler (2019)	<ul style="list-style-type: none"> • Quantitative technique, 414 US Instagram users. • Disclosure is a win-win for everyone when SMI's transparency is highlighted. 			Y
Evans et al. (2017)	<ul style="list-style-type: none"> • Quantitative analysis, 238 millennial SNS user • SMI posts included "Sponsored" and "Paid Ad" language resulting in more effective ad recognition than the "SP" and no-disclosure. 			Y
Evans, Wojdyski, and Hoy (2018)	<ul style="list-style-type: none"> • Quantitative analysis, 179 US millennial SNS users • Sponsorship transparency increases positive ad attitudes otherwise if found later consumers feel 'deceived' 			Y
Hwang and Jeong(2016)	<ul style="list-style-type: none"> • In quantitative analysis, 305 respondents in South Korea • Sponsorship disclosure heightened consumers' persuasion knowledge. 	Y		Y
Kay, Mulcahy, and,	<ul style="list-style-type: none"> • 334 millennial SNS user • Micro-SMIs are more successful in driving consumers' purchase intention than macro in PKM. 			Y

Parkinson (2020)				
Lee and Kim (2020)	<ul style="list-style-type: none"> • 358 participants • Sponsorship disclosure which is difficult to identify increases persuasion knowledge 			Y
Reinikainen, Maity and, Vilma Luoma-aho (2020)	<ul style="list-style-type: none"> • Quantitative analysis, a survey conducted through Snapchat among 302 responses in which females are higher • Reading other users' comments increases PSR with SMIs. If the audience can see other users' comments, the PSR generates strongly. 		Y	Y
Wiedmann and Mettenheim (2020)	<ul style="list-style-type: none"> • Quantitative analysis, a survey conducted among 288 respondents in Germany • Trustworthiness and attractiveness have the strongest and most significant impact on brand image, brand trust, and brand satisfaction, compared to expertise. 	Y		Y
Lou and Yuan (2019)	<ul style="list-style-type: none"> • In quantitative analysis, 538 participants aged an average of 33 are surveyed online • Social media influencers on Facebook, Instagram, and YouTube, value (SMIV) model for revealing influencers' celebrity effects for measuring social media users' purchase intention. 	Y		Y
Macon (2017)	<ul style="list-style-type: none"> • Quantitative analysis, 274 millennial SNS users. • Disclosure activates followers' persuasion knowledge on Instagram. 			Y
De Veirman, Cauberghe and Hudders (2017)	<ul style="list-style-type: none"> • Quantitative analysis, • Para-social interaction is developed by the opinion leaders of SMIs 	Y	Y	Y

	<ul style="list-style-type: none"> • Being straightforward in disclosing compensation reduces followers' feelings of deception. • SMIs' transparency is appreciated. 			
Lou, Tan, and Chen (2019)	<ul style="list-style-type: none"> • In quantitative analysis, 50 apparel companies and 41 brands' SMIs contents have been analyzed • Influencer-promoted ads raise higher engagement than brand-promoted ads. 	Y		Y
Lin et al. (2021)	<ul style="list-style-type: none"> • Quantitative analysis, 364 U.S. millennial SNS users • PSI and source credibility affect millennial Instagram users' purchase intentions. 	Y	Y	Y
Kiss (2021)	<ul style="list-style-type: none"> • Quantitative analysis, 165 millennials. • SMIs similarity and trustworthiness highly affect followers' purchase intention more than expertise. 	Y		Y

Source: Present researchers' self-creation.

To show favorableness, followers like, comment, and share SMI's posts if they trust them (Reinikainen, Maity, and, Vilma Luoma-aho, 2020). And, the pattern of audiences' preference for the influencer underlies the foundation of para-social interaction which is positive (Reinikainen, Maity, and, Vilma Luoma-aho, 2020). However, PSI can be negative also if the personality they are following has been subject to criticism, as found by Tian and Hoffner (2010). Research has also revealed that, if SMIs post sponsored messages without disclosures or statements it is perceived as deceptive and negatively interprets the influencer-follower relationship (Kim and Kim, 2020; Schröder, 2019; Boerman et al., 2017; Burke, 2017). In line with this, individuals do not activate eWOM about brands on social media if they understand SMIs are hiding the paid partnership (Boerman, 2019; Evans et al., 2017). Directed by FTC (2017) influencers have to add a disclosure statement or hashtags (Boerman, 2019; Hwang and Jeong, 2016). To disclose the paid content, SMIs use hashtags (#paid #sponsored #in collaboration with) or a clear statement revealing the nature of the posts which are increasing consumer ad recognition (Boerman, 2019), and influencers who are using hashtags and tagging refers to 'hustling' (Carter, 2016; Hudders, De

Jans and De Veirman, 2020). Therefore, many influencers on social media are not clarifying the paid nature of their posts because of the fear of increased ad recognition (Deng, Li, and Suh, 2020; Hwang and Jeong, 2016). Followers mostly unfollow the influencer if they understand SMI posts as advertising increasing ad skepticism, as revealed by Coco and Eckert (2020) and Djafarova and Trofimenko (2018). Thus, Wiedmann and Mettenheim (2020), Lee and Kim, (2020) and Jin and Muqaddam (2019), and Hwang and Jeong (2016) exposed that in addition to simple disclosure language ‘this is a sponsored post’ on social media, influencers add ‘all opinions are my own’ or express them as ‘honest opinion’ in the sponsored post which recognized by the consumers with positive effect.

2.4.3.4. Research Gap in Social Media Influencer Marketing:

Highlighting the discussions in the above sections of social media influencer marketing, it is clear that recent academics have understood SMI's importance on social networking sites (SNSs), e.g. Instagram, YouTube, and Twitter advertising perspective on many products categories, such as beauty, clothing, apparel, lifestyle, food, fitness, yoga, and travel. However, how these spokespersons as social media influencers (SMI) credibility and interaction level are affecting millennial consumers' purchase intention on Facebook of product categories of fashion, event management, and photography is relatively unknown, which is indicating an important gap in the existing literature.

Therefore, there is a necessity to examine how SMIs on Facebook influence millennial consumers' purchase intention in these three product categories. Furthermore, micro-influencers are more successful in generating consumers persuasion as well as purchase intention than other types of influencers (Boerman and Reijmersdal, 2020; Kay, Mulcahy, and Parkinson, 2019); therefore this research aims to investigate how micro-influencers on Facebook as the social media influencer impact on millennial consumers' purchase intention. Moreover, micro-influencers have a higher engagement rate and perceptions of truthfulness conceived by their followers (Dhanesh and Dutchler, 2019; Kay, Mulcahy, and Parkinson, 2019). Micro-influencers can garner product knowledge and make followers participate in the brand conversation more than macro-influencers, as revealed by Ghosh (2021) and Kay, Mulcahy, and Parkinson (2019). To the knowledge of the present researcher, no research up to this date has offered a predominant way of influence based on an integrated theoretical framework that explains the effect on millennial consumers'

engagement patterns and future consideration of purchase regarding SMIs' especially in event management and photography product categories altogether.

This research fulfills this emptiness by specifying key issues that are not yet revealed by academics. **First**, although many scholars have revealed that SMIs can impact followers' behavior based on their follower numbers (Djafarova and Rushworth, 2017; De Veirman et al., 2017; Jin and Phua, 2014), scarce literature has investigated SMI's characteristics impacting millennials' purchase intention on Facebook in any emerging country perspective. **Second**, even though SMIs' contents entail a relentless combination of visual and verbal details attached to their individual private lives, academics have engrossed mainly in images, stories, vlogs, and videos influencing follower's behavioral change (Argyris et al., 2020; Boerman and Reijmersdal, 2020; Coco and Eckert, 2020; De Veirman and Hudders, 2020); consequently, academics have underexplored SMIs contents including the live videos on Facebook, Facebook watch showing products demonstration targeting millennials consumers. **Third**, it is revealed by the latest scholars those millennial consumers are developing a sense of reliability in SMIs contents by understanding the sponsorship disclosure (#SP #paidad #in collab) while developing the para-social interaction (PSI) (Boerman and Reijmersdal, 2020; Hudders, De Jans and De Veirman, 2020; De Veirman and Hudders, 2019; Evans, Wojdyski and Hoy, 2018; Evans et al., 2017; Carter, 2016). But how micro-influencers sponsored posts collaborated by the brand owner and the advertisers, uploaded on the Facebook brand pages influence consumers' purchase decisions remains obscure. Precisely, in the perspective of millennial SNS users who are following local-fashion products, event management, and photography services brand pages are absent in this regard.

Thus, to offer all-inclusiveness of the study phenomenon, the researcher allocates similar concentration to both source credibility characteristics and para-social interaction (PSI) theory on micro-influencers on Facebook utilizing Facebook lives and watching images, long or storytelling videos, and short videos.

2.4.9 Consumer Engagement:

'Engagement' is the way by which any individual comprehends the experience in any media (Calder, Malthouse, and Schaedel, 2009). In particular, Hollebeek (2011) has distinguished several forms of consumer engagement: customer engagement, customer engagement behavior, and consumer brand engagement. "Consumer engagement" has been termed by Vivek et al. (2012),

“customer engagement behavior” by van Doorn et al. (2010), and “community engagement” termed by Dessart et al. (2016), “customer–brand engagement” came out by Dessart et al. (2015) and Hollebeek, et. al. (2014). Engagement is a behavioral paradigm which is stimulating users to involve more (Tiruwa 2019; Sashi, 2012; Vivek et al., 2011). Connected to this, Rajapaksha and Dk (2019) argued that ‘engagement’ in marketing literature is practicing since 2005. This is further in line with Gummerus et al. (2012) and van Doorn et al. (2010). Consumer engagement can be positive and negative behaviors associated with any brand or organization (Gummerus et al., 2012), and online it originated from searching for information, and opinions, commenting and discussing on social media beyond purchase (van Doorn et al., 2010). Supporting Zheng et al. (2015) and van Doorn et al. (2010); Perreault and Mosconi (2018) defined, a mental state categorized by the dimension of power, commitment, fascination, and collaboration driving toward brand faithfulness and behavioral changes; as consumer engagement. Moreover, recurrent and instantaneous communication with the focal object is defined as consumer engagement by Ji, Miei, and Huang (2021). Furthermore, Florenthal (2019) and Hollebeek et al. (2016) proclaimed that consumer engagement is comprised of knowledge sharing, learning, and resource integration activities. The majority of the previous research agreed with van Doorn et al.’s (2010, p.254) consumer engagement definition, which is the ‘consumer’s behavioral indicators go beyond transactions’ (Florenthal, 2019; Dessart et al., 2016)., Perreault and Mosconi (2018) referred to engagement as the level of interaction, involvement, e-WOM, contribution, discussion, and related favorable products regardless of time and space (Agostino and Arnaboldi, 2016).

However, in any platform, engagement can be cognitive, affective, and psychological in a combination with vigorous brand relationships persuading consumers to responsive behavioral action (Tiruwa, 2019; Sanne and Wiese, 2018; Perreault and Mosconi, 2018; Oviedo-García et al., 2014, Vivek et al., 2012; Brodie et al., 2011). ‘Engagement’ is a concept initially researched by Kahn (1990) and cited in Islam and Rahman (2016). Specifically, Hollebeek et al. (2014) and Brodie et al. (2011) posited that consumer engagement is a new concept in social science specifically in the social media context, cited in the research of Dessart, Veloutsou, and Morgan-Thomas (2016). The highest level of engagement with the brands signifies the consumers deeply involved in it, spreading e-WOM and creating brand content by self-willingness processed through cognitive, affective, and behavioral actions (Perreault and Mosconi, 2018; Hoffman, Novak, and Peralta, 2000). However, citing van Doorn et al. (2010), Tiruwa (2019) defined engagement as a

‘unidirectional manifestation’ of the brand-related reviews, recommendations, and suggestions shared with other consumers. Furthermore, the availability of options to compare brands, reviews, and opinions of peers, the increasing number of companies encouraging user-generated contents to induce consumers’ motivations to engage (Erdem, Durmuş, and Özdemir, 2017). On contrary, Rajapaksha and Dk (2019) defined consumer engagement as an emotional connection developed by the interaction between business and consumers. Consumer engagement can be both psychological and behavioral (Bento, Martinez, and Martinez, 2018). Moreover, investigating retail brands on Facebook brand pages, Bianchi and Andrews (2018, p.2) adopt Van Doorn and colleagues (2010) definition of consumer engagement which is the ‘behavioral manifestations’ guiding consumers’ communication to purchase intentions. However, consumer’s brand or company-focused behavioral indicators stimulate to actively relate which is sometimes beyond purchase, is explained as consumer engagement by van Doorn et al. (2010). Parallel to this, Perreault and Mosconi (2018) and Agostino and Arnaboldi (2016) referred to engagement as the level of interaction, involvement, e-WOM, contribution, discussion, and relation with the favorable products regardless of time and space. Drawing on this discussion, Argyris et al. (2020) assumed that, consumer engagement means the magnitudes of cognitive, emotional, and behavioral engagement (Argyris et al., 2020; Jayasingh, 2019; Florenthal, 2019; Ho, 2014). The building of customer engagement is based on trust, commitment, and value enhancement on socialmedia Sashi (2012). However, André (2015) stated that consumer engagement is a wider concept than customer engagement where consumer participation with a commercial stimulus is more expressive.

Supporting Gummerus et al. (2012), Oviedo-García et al. (2014) narrated that consumer engagement is the two-way collaboration of an entire set of behavioral activities with a firm. But, Hollebeek et al. (2014) have revealed that consumer engagement is formed through the use of desire and self-brand cohesion. However, the motivational drivers behind users’ social media engagement are entertainment and interpersonal desires stimulating behavioral change (Florenthal, 2019). Supporting Zheng et al. (2015) and van Doorn et al. (2010); Perreault and Mosconi (2018) defined that, a mental state categorized by the dimension of power, commitment, fascination, and collaboration driving toward brand faithfulness and behavioral changes; as consumer engagement. Additionally, Maiz et al. (2016); Agostino and Arnaboldi (2016), and Zheng et al. (2015) identified the interaction and involvement with brands in both online and offline mentions as consumer

engagement. But latest academics have revealed that consumer engagement is not limited to only the behavioral aspects, instead, it is a multidimensional concept integrating cognitive, behavioral, and affective situations (Tiruwa, 2019; Bowden, 2009).

Supporting Gummerus et al. (2012), Oviedo-García et al. (2014) narrated that consumer engagement is the two-way collaboration of an entire set of behavioral activities with a firm. Moreover, consumer engagement is a unification of four major activities; consumers' focus on a specific brand, sense of belongingness towards that brand, energy for meaningful interaction, and brand communication (Tiruwa, 2019; Hollebeek, 2011). Consumer engagement is an integrated involvement with brands as a pivotal component, affecting relationship moderation (Dessart, Veloutsou, and Morgan-Thomas, 2016; Hollebeek, Glynn, and Brodie, 2014; Brodie, Hollebeek, Juric, and Ilic, 2011). However, these authors further agreed that consumer engagement on the online platform is effectively possible because of SNSs (Tiruwa, 2019; Hollebeek, 2011; Bowden, 2009). Also, the participation of concurring people on social networking sites (SNSs) to interrelate brands as the focal entity leads to consumer engagement (Islam and Rahman; 2016). These behavioral manifestations moreover signify the online behavioral intentions in the forthcoming future, frequently checking brand updates and reinforcing brand relationships (Gummerus et al., 2012). In line with this, Tugney (2015) explored meaningful consumer engagement on social media means the ability of the content to reach, several shares, views, likes or reactions, and comments through serving exact content successfully to exact users. The attention given to the brand's posts, pressing the like button, and sharing positive or negative feelings with other networked users on social media symbolize the indicators of consumer engagement by Tsai and Men (2013). Moreover, the huge fan or follower base would be futile for meeting engagement criteria, if these followers are inactive or the posts cannot generate user's WOM or behavioral stimulation.

However, among the several dimensions of consumer engagement (behavioral, emotional, motivational, interactive, affective, cognitive) a large number of consumer behavior studies highlighted cognitive, affective, and behavioral dimensions, such as; Dabbous and Barakat (2019) and Erdem, Durmuş and Özdemir (2017) Kountouridou and Ioannou (2018) and Kim and Ko (2012) Tsai and Men, 2017, Dessart, Veloutsou and Morgan-Thomas (2016), Islam and Rahman(2016), Voorhees, and Calantone (2015), Oviedo-García et al. (2014), Hollebeek, Glynn and

Brodie (2014), Brodie et al. (2013), Chu, Kamal and Kim (2013), Ruiz-Mafe, Marti-Parreno and Sanz-Blas (2013), Vivek et al. (2012). However, these three behavioral dimensions of consumer-brand interaction as “.... positively balanced brand-related cognitive, emotional and behavioral activity” presented by Hollebeek et al. (2014, p154) are mostly applied by researchers (Florenthal, 2019). Additionally, Hollebeek, Glynn, and Brodie (2014) have found consumer engagement as the fueling experience while consuming the brand or encountering the brand which positively stimulates brand-associated sensory, affective, and attitudinal dynamism. This, consumer engagement is primarily defined in research as the cognitive and emotional engagement level as the outcome of an intentional act or more than a purchase (Cvijikj and Michahelles, 2013; Van Doorn et al. 2010; Bowden 2009). And, Cvijikj and Michahelles (2013) affirmed that such cognitive and emotional engagement in any online platform is known as online engagement. Citing Brodie et al. (2011), Rajapaksha and Dk (2019) have also emphasized that consumer engagement in an online brand community is classified by cognitive, emotional, and behavioral dimensions. Bianchi and Andrews (2018, p.2) examined consumer engagement from a retail brand perspective and affirmed that it is the “.....behavioral manifestation of consumers’ continuance intention to use social media to communicate or purchase products and services”. Connected to this, consumers want to participate in brand communities on SNSs to express their ideas about favorable brands among other consumers (Bianchi and Andrews, 2018). Moreover, consumer engagement is an ‘emotional connection’ in exchanging information between the company and the consumer enhancing consumer participation as stated by Oviedo-García et al. (2014) and Vivek et al. (2012). Along with cognitive and affective engagement levels, the latest researchers have adopted behavioral engagement levels, as the consumers are using SNSs to express their preferences for the brand contents through passive activities of watching images and videos or reading comments to active activities of liking, commenting, and sharing (Florenthal, 2019; Tsai and Men, 2017). Adding to this, Argyris et al. (2020) have chosen the behavioral dimension of consumer engagement, on the other hand, Jayasingh (2019) has explained that consumer engagement is an inner attitude, that can be identified by sensitive, intellectual, and action-based expressions.

2.4.4.1. Consumer’s Online Engagement:

Oviedo-García et al. (2014) have asserted that consumer engagement from an online perspective is classified as a multidimensional concept; cognitive, emotional, and behavioral. Parallel to this,

Mollen and Wilson (2010) have posited that consumers' cognitive and affective promise with a brand embodied by web site communicating brand value developed is consumer's online engagement. Additionally, consumer engagement from an online perspective is classified as a multidimensional concept; cognitive, emotional, and behavioral asserted by Islam and Rahman (2016), Hollebeek, Glynn and Brodie (2014), Oviedo-García et al. (2014), Brodie et al. (2013), Vivek et al. (2012). In opposition to this, Chu, Kamal, and Kim (2013) have suggested that the attitude toward the social media ad purchase intention developed through sequential stages; in which a user first exhibits cognition and knowledge of the stimuli presented. After the cognitive stage, favorableness and preference developed at the affective stage followed by the action stage or purchase (Chu, Kamal, and Kim, 2013). Further, Chu, Kamal, and Kim (2013) argued that informativeness, trust, and positive attitude manifest the user's cognition, affection, and behavioral response; such as clicking the ad, inquiring for more information, and sharing the audio-visual contents, indicating the intention-to-purchase. Firstly, consumers' awareness and knowledge or the cognitive stage are stimulated, followed by the affective stage of liking, preferences, and conviction, and lastly by purchase and loyalty conducted in the conative stage (Hutter et. al., 2013). Therefore, the consumer's cognitive, affective or emotional, and behavioral action levels if connected to the online brand stimuli; this activation process is known as the consumer's online engagement (Tsai and Men, 2017; Chu, Kamal, and Kim, 2013). Nevertheless, compared to simple involvement, engagement is the activation of brand commitment from an online engagement perspective (Tiruwa, 2019; Mollen and Wilson, 2010; Sashi, 2012; Thomson et al., 2005).

On social media, several noteworthy earlier academics have defined consumer engagement as the behavioral dimensions comprised of liking and commenting on social networking sites (SNSs) (Lou, Tan, and Chen, 2019; McClure and Seock, 2019; Perreault and Mosconi, 2018; Islam and Rahman, 2016; Dessart, Veloutsou, and Morgan-Thomas, 2015; Oviedo-García et al., 2014; Cvijikj and Michahelles, 2013; Jahn and Kunz, 2012). As per Voorveld et. al. (2018), social media is working as the platform, not the content, as it creates the environment for advertising. Indeed, Rajapaksha and Dk (2019) stated that knowledge transformation is the critical element for interactive online communication in consumer engagement. Similarly, Kim and Ko (2012) have defined social media marketing as reciprocal communication that facilitates brands to directly associate with consumers and interact with their positive-negative comments or valence (Bounkhong, 2017). Associating to this, Voorveld et. al., (2018) elaborated that, the important

carryover effect raised by social media ads is consumer engagement which ultimately results in a relationship with the objects. For having a positive attitude toward social media advertising, faith in product information and synchronizing value information is a dominant antecedent, as argued by Chu, Kamal, and Kim (2013). However, for ensuring better communication and a convenient source of useful information, social media meets the social needs of connectivity (Voorveld et. al.,2018). And, the spur of the social media era later formed the term ‘consumer engagement’ noticed by Rajapaksha and Dk (2019). In line with this, Oviedo-García et al. (2014) affirmed that social media interaction is identified by sharing information, collecting thoughts, and influencing related surrounding user’s opinions impacting brand decision-making behavior. It is found by Voorveld et. al. (2018) that, all social networking sites (SNSs) are popular by their unique identity, strength, and weaknesses in serving users’ interests. Furthermore, Voorveld et. al. (2018) stated that advertisers are assimilating social media into their overall marketing policy for consumers' online engagement. In social media, consumer engagement has been researched in a diversified way; however, Halaszovich and Nel (2017) and Hollebeek et al. (2014) defined in social media perspective engagement as the mutual interaction of consumer and the brand which is a central object where two-parties must be actively involved with the cognitive, affective and behavioral operation. In **Table 2.5** the adopted definitions of the consumer engagement literature and the focus on SNSs are presented.

Table 2.5: Consumer Engagement Definitions and Focus on SNSs.

Author and Year	Focus	Definition
Hollebeek et al. (2014, p.820)	Consumer engagement in three perspectives: cognitive processing, affection, and activation regarding Facebook, Twitter, and LinkedIn	“A consumer’s positively balanced brand-related cognitive, emotional, and behavioral activity during or related to focal consumer/brand interactions”
Dessert et al. (2016, p. 401)	Consumer engagement in three perspectives: cognitive, affective, and behavioral in online brand communities (OBCs)	“The state that reflects consumers’ individual dispositions toward engagement foci, which are context-specific. Engagement is expressed through varying levels of affective, cognitive, and behavioral manifestations that go beyond exchange situations”

Marbach et al. (2016, p. 504)	Consumer engagement in three dimensions: cognitive, affective, and behavioral in Facebook	“Customer engagement may be defined as a multidimensional concept, reflecting a psychological state occurring by virtue of interactive customer experiences with focal objects within service relationships”
Hinson et al. (2019, p.207) use Hollebeek and Chen’s (2014) Definition	Consumer engagement in three dimensions: cognitive, affective, and behavioral on a Facebook brandpage	“a consumer’s positively valanced brand-related cognitive, emotional and behavioral activity during or related to focal consumer/brand interaction”
Ducoffe (1996, p.1)	Advertising value and web advertising: The advertising value model consists of entertainment, informativeness, and irritation	“a subjective evaluation of the relative worth or utility of advertising to consumers”

Source: Present researchers’ self-creation.

How the consumer processes information through cognitive engagement has been examined by a good number of academics. For instance, the evaluation of the price-quality information regarding the brand along with the knowledge about the functional features is engaging consumers cognitively (Tiruwa, 2019; Dessart, Veloutsou, and Morgan-Thomas, 2016). Accordingly, for consciousness with the brand, the type of wisdom and basal process originating from knowledge acquisition enhance the cognitive process to get more engaged with the brand (Halaszovich and Nel, 2017). More clearly, it is the consumer’s intellectual capability (Tiruwa, 2019; Gummerus et al., 2012). Adding to this, Hollebeek, Glynn, and Brodie (2014, p. 149) stated that, “a consumer’s level of brand-related thought processing and elaboration in a specific consumer–brand interaction”. The way the consumer is thinking about an organization is referred to as cognitive engagement (Chen, 2017). Consumer’s inner state of mind, feelings, enjoyment, and preference merge with cognitive consideration results in the behavioral action stage (Dwivedi et al.; 2016; Dessart, Veloutsou, and Morgan-Thomas, 2016; Brodie et al, 2011; Hollebeek, 2011). Considering these activities, Halaszovich and Nel (2017) found that, Facebook is an excellent platform that influences consumers’ sensory levels with thought-provoking content. However, the forceful concentration in comprehending the information process and rationalization of brand learning is defined as cognitive engagement by Tiruwa (2019). Adding to this elaboration, consumers’ cognitive engagement is the specific sensory stimulation sourced from interaction with brand cues

(Hollebeek, Glynn, and Brodie, 2014). Therefore, the perfect level of cognitive understanding of the advertising or stimulus intends the consumer to 'like' the contents (Halaszovich and Nel, 2017), leading to intention-to-purchase. Positive-brand association by 'liking' initiates to be associated with the focal object (brand) (Hollebeek et al., 2014) if positively gratified the likelihood to engage rationally happened (Kountouridou and Ioannou, 2018; Halaszovich and Nel, 2017). It is revealed by the literature that, before driving to engage emotionally consumers' attitudes and behavioral engagement happens through cognitive interactions (Tiruwa, 2019; Mollen and Wilson, 2010).

Besides the cognitive effect, a brand can create emotional responses with the composition of satisfactory feelings, temperament, and responses to the brand (Halaszovich and Nel, 2017; Gummerus et al., 2012). A parallel can also be drawn to the definition of Hollebeek et al. (2014, p. 154): "a consumer's degree of positive brand-related effect in a particular consumer/brand interaction". Adding to this, the assembly of brand feelings and emotional attachments further stimulates the affective level of engagement in consumers' online engagement (Tiruwa, 2019). Moreover, a strongly-positive brand affection drives the commitment of the brand to involve deeply intending to engage (Halaszovich and Nel, 2017). On the other hand, the emotional promise to the organization is termed affective engagement (Chen, 2017). In particular, affective engagement is a kind of emotional arousal and association in consumers' minds generated by brands, while activation is comprised of the amount of effort and time invested to have a positive brand experience (Hollebeek, Glynn, and Brodie, 2014). In this regard, Dwivedi et al. (2016) have narrated that consumers' behavioral perspective of engagement is displayed by searching for brand-enriched information, following brand updates carefully, and recommending the brands to friends; on social media. Importantly, the consumers who are more affiliated emotionally with the brand's engagement process are satisfied more compared than those criticizing (Tiruwa, 2019). For instance, Facebook users who carefully read brand-related news or posts, check notifications or updates, and join a group or online brand community are found to the clear 'behavioral manifestations' regarding the brand (Dwivedi et al.; 2016; Van Doorn et al., 2010). Perreault and Mosconi (2018) mentioned in relations to that, Facebook is the most popular platform for consumers' online engagement toward the predictive behavioral manifestation. Consequently, Dessart et al. (2016) have exposed the brand loyalty in SNSs generated from the deep behavioral engagement level. To further stimulate consumers' behavioral actions through brand pages,

marketers have to engage consumers regarding the perceived value of the represented content as a result; consumers' trust impacts the online engagement and marketers' perceived value (Han, 2015). Accordingly, to engage consumers emotionally, marketers trigger consumers' trust, positive association, and value of sentiment toward the brand (Tiruwa, 2019). The perceived quality is a brand's dominance comprehended by the consumer's affective element, perform as a core concept to determine the brand's functional effectiveness (Dwivedi et al.; 2016; Van Doorn et al., 2010). Regarding Facebook-based consumer online engagement, Kabadayi and Price (2014) and Sashi (2012), furthermore postulated that consumer engagement swells the consumer's participatory interest in co-creating products and credible ideas which are perceived as value-creation towards brands on Facebook. This process generates emotional connection in consumers so that the brand relationship drives consumers' positive behavioral action (Kabadayi and Price, 2014; Gummerus et al., 2012; Sashi, 2012; Brodie et al., 2011; Van Doorn et al., 2010).

Adding to the details of cognitive and affective engagement levels in consumer online engagement, the amount of 'mental activity, energy, and time given implies the activation of the brand in behavioral interaction (Halaszovich and Nel, 2017). This is further in line with, Hollebeek et al. (2014) also define the promptness of engagement as more often proactive rather than reactive among customers on social media. Connected to this, Halaszovich and Nel (2017) and Tiruwa (2019) said this 'proactive action' exerts maximum likelihood of brand engagement in near future positively intending behavioral change on Facebook. Therefore, the way any consumer is showing behavioral connections with the organization is termed behavioral engagement (Chen, 2017; Gummerus et al., 2012). In **Table 2.6** the definitions of the dimensions of consumer engagement are presented for further clarification including the references.

Table 2.6: Consumer engagement: Definitions of the dimensions.

Dimensions	References
Cognitive: The durable state of sensory activeness a consumer experiences which is comprised in a set naturally.	Dessart, Veloutsou and Morgan-Thomas (2016), Brodie et al. (2013), Gummerus et al. (2012); Brodie et al.(2011).
Affective: The collective and lasting sentiments felt by a consumer.	Dessart, Veloutsou and Morgan-Thomas (2016), Brodie et al. (2013), Gummerus et al. (2012); Brodie et al.(2011).
Behavioral: The behavioral indices to an engagement companion, outcome from motivational drivers beyond the purchase.	Dessart, Veloutsou and Morgan-Thomas (2016), Brodie et al. (2011), Gummerus et al. (2012), Gummerus et al. (2012); Hollebeek (2011), Van Doorn et al. (2010).

2.4.4.2. Consumer's online engagement on Social Networking Sites (SNSs) and purchase intention:

Oviedo-García et al. (2014) stated that numerous users on social networking sites (SNS) can develop content on their own and attach it to each-others by matching their welfare. In this regard, Muntinga et al. (2011) asserted that social media consumer engagement is evaluated by content consumption and responding to the contents by comments or sharing with others. Accordingly, social media can be characterized by their interactive features, media richness, presentation, information, usefulness, and exposure (Kaplan and Haenlein, 2010). Globally over two-thirds of companies deliberately utilize social media networks as a preferred marketing tool (Erdem, Durmuş, and Özdemir, 2017).

Hollebeek et al. (2014) postulated that consumer engagement is highly interactive. Gummerus et al. (2012) and van Doorn et al. (2010) highlighted social media consumer engagement by online brand community performing source of product variety information influencing behavioral change. A renowned number of academics have exposed consumers' online engagement on social networking sites (SNSs), such as Argyris et al. (2020), Florenthal (2019), Lou, Tan, and Chen (2019), Jayasingh (2019), Tiruwa (2019), Rajapaksha and Dk (2019), Voorveld et. al. (2018), Perreault and Mosconi (2018), Sanne and Wiese (2018), Bounkhong (2017), Halaszovich and Nel (2017), Erdem, Durmuş and Özdemir (2017), Dessart et al. (2016), Danieli (2016), Agostino and Arnaboldi (2016), Islam and Rahman (2016), André (2015), Zheng et al. (2015), Dessart, Veloutsou, and Morgan-Thomas (2015), Tugney (2015), Oviedo-García et al. (2014), Hollebeek et al. (2014), McClure and Seock (2019), Chu, Kamal and Kim (2013), Cvijikj and Michahelles (2013), Tsai and Men (2013), Sashi (2012), Kim and Ko (2012), Jahn and Kunz (2012), Gummeruset al. (2012), Hollebeek (2011), Broadie et al. (2011) and Muntinga et al. (2011).

The interaction and involvement of social media users within an SNS are defined as consumers' online engagement which is exposed as liking, commenting, and sharing by Dabbous and Barakat (2019). It is also revealed by the research that, the more any consumer engages online with brand information sourced from advertising or on the SNSs, the higher the chance of purchase intention generated (Dabbous and Barakat, 2019; Sashi, 2012). Furthermore, Perreault and Mosconi (2018) accentuated the consumer's online engagement by referring to Gummerus et al (2012) that, the

connection with brands gradually increases consumers' interaction of likes, commenting, and sharing brand content on social media; which leads to behavioral intentions beyond conventional loyalty measures. The boundary of context enclosed with consumption-focused engagement beyond purchase is the foundational conceptualization of engagement justified by Hollebeek (2011) and Van Doorn et al. (2010). Further, Dessart, Veloutsou, and Morgan-Thomas (2016) described that the main motive of consumers' online engagement relies on social interaction. It is the amalgamation of cognitive contemplation which is directing emotional association to participate more closely (Tiruwa, 2019). Sometimes, consumers' online engagement indicates the initial acts to show their preference for brands by following or liking or the liveliness with brand-related cues (Perreault and Mosconi, 2018). Additionally, Maiz et al. (2016); Agostino and Arnaboldi (2016), and Zheng et al. (2015) identified the interaction and involvement with brands in both online and offline mentions as consumer engagement. However, the consumer's online engagement is more diversified assuring a compelling understanding of brands through numerous stimuli (Dessart, Veloutsou, and Morgan-Thomas, 2016; Baldus, Voorhees, and Calantone, 2015; Brodie, Ilic, Juric and Hollebeek, 2013).

Notably, the information-sharing method on SNSs has facilitated the firms to reach cost-effectively the diversified mass audience or very specified demography or interest groups (Oviedo-García et al., 2014). However, Bounkhong (2017) revealed that sharing information and reviewing products on SNSs is so popular that millennials are engaging in these simultaneously. This is now established with the brand-related content fundamental for social media strategies for capturing massive online brand community exposure revealed by Dessart, Veloutsou, and Morgan-Thomas (2016), Hollebeek et al. (2014), and Brodie et al. (2011). Connected to this, Mollen and Wilson (2010) have posited that consumers' cognitive and affective promise with a brand embodied by Web site communicating brand value developed is online consumer engagement. Associating to this, Hollebeek, Glynn, and Brodie (2014) and Gummers et al (2012) have articulated that the consumer's responsiveness to branded content is measured by followers or fans number, generated likes, comments, shares, the valence of video sharing and embeddings. How the SNSs advertisements are perceived by consumers can be predicted by the number of 'likes' and 'shares' (Lee and Hong, 2016).

Although empirical research on consumer engagement has been conducted in many areas, it is still unabundant in the area of predicting consumer behavior regarding social media studies (Ji, Mieiro, and Huang, 2021; Thakur, 2018).

2.4.4.2.1. Consumer-brand engagement:

In identifying consumers' online engagement, previous researchers shed light on consumer-brand engagement in SNSs advertising. Among the categories of social media, specifically social networking sites (SNSs) are successfully nurturing communication aspects in terms of brand-relationship with consumers (Florenthal, 2019). This is further directed to the discussion of Chen (2017 p.2), who stipulated that 'deep involvement' and 'interaction' are defined as engagement among the members of the group on any social networking site (SNSs) setting. The condition is that on SNSs brands have to maintain a strong presence and an actual interaction with their consumers through brand engagement (Florenthal, 2019). This, user-generated recommendations, feedback, and encouraging ideas make the brand stronger and cultivate brand engagement abreast of purchase intention (Balakrishnan, Dahnil, and Wong, 2014). Adding to this, Hollebeek et al. (2016) argued that consumer-brand engagement is positively or negatively concerned with sensory, affective, and behavioral action while brand interaction is taking place. Moreover, "Customer engagement is essential for the success of brands' social media strategies" narrated by Kabadayi and Price (2014, p.216). However, Dwivedi et al. (2016) stated that consumers' brand engagement is usually positively valenced (can be positive or negative) behaviors persuading favorable interaction with brands through several social media activities. However, like the three dimensions of consumer online engagement, Han (2015) revealed that this (brand) engagement can be combined with cognitive, affective, and behavioral activity by adapting Hollebeek, Glynn, and Brodie's (2014) findings, which is moderated by trust and perceived value e-WOM. Such interaction is symbolized by consumers' online engagement, associating the brand's functional usefulness psychologically (Bento, Martinez, and Martinez, 2018).

2.4.4.2.2. Online Brand Community (OBC):

In the SNS a brand community can be formed, referred to as an online (virtual) brand community, irrespective of any geographical boundary in which a huge number of users join with the aim of brand admiration (Cvijikj and Michahelles, 2013). Connected to this, a virtual brand community

is formed online intentionally to discuss and share ideas regarding any specific brand among the common set of people in which both sellers and the group members are present (Chen et al., 2013). Consumers are sharing their own experiences about brands in these virtual communities which is facilitating potential consumers' purchase decisions and strengthening actual consumers purchasing expectations as brand loyalty (Cvijikj and Michahelles, 2013). In addition to this, Tiruwa (2019) found, that on SNSs the online brand communities (OBCs) develop a web page as a collaborative stage in which users admire each-others comments, ideas, and information exchange about brands. Furthermore, the online brand community (OBC) on social media accelerates consumers' online engagement through its social relationship ties and cyberspace brand fans regardless of geographical limits (Dessart, Veloutsou, and Morgan-Thomas, 2016). However, Tiruwa (2019) recommended that by monitoring the conversation on OBC marketers can identify the nature of their brand's acceptance, public perception, and consumer loyalty.

It is also revealed that the changing levels of cognitive, affective, and behavioral indicators persuade individuals' further stimulation beyond exchange in an online brand community environment (Dessart, Veloutsou, and Morgan-Thomas, 2016; Baldus et al., 2015; Hollebeek et al., 2014). Similarly, it is found by earlier academics that, consumers are openly expressing their experience regarding the companies' offerings in a community setting revealed by Islam and Rahman (2016) and Baldus, Voorhees, and Calantone (2015). Interactive communication in a community form both behavioral and emotional commitment toward the brand embodied through an OBC or a webpage (Tiruwa, 2019). Parallel to this, such interactivity is developed by brand pages cultivating a sense of belongingness and beneficiary attachment deepening emotional value (Carlson et al. 2018). Regarding brand engagement, consumers' sense of belongingness also tends to form on social media platforms (Bianchi and Andrews, 2018). Additionally, consumer online engagement is dependent on the contextual base of OBC members, brands, advertisers, or other activities on social networks (Dessart, Veloutsou, and Morgan-Thomas, 2016; Baldus et al., 2015; Hollebeek et al., 2014). Accordingly, Cho and Son (2019) affirmed that social connectedness online stimulates the intelligence of harmony and attachment in intimate social relationships. In return, the feelings of belonging motivate the user to help others influencing the depth-of-relationship (Cho and Son, 2019). In the brand communities, consumers are disseminating brand information respecting the norms, regulations, and similarities of the members, as the means of WOM influencing purchase intentions (Cvijikj and Michahelles, 2013). Along with this, Lee and

Hong (2016) exposed that SNS users show a positive reaction and empathy attitude toward the advertisement by clicking 'like' and 'share' which are positively related to behavioral intention.

However, how consumer engagement can gain long-term success cost-effectively is one of the major concerns of marketers nowadays (Kabadayi and Price, 2014; Gummerus et al., 2012; Sashi, 2012; Brodie et al., 2011; Van Doorn et al., 2010). While discussing the consumer's online engagement, it is imperative to include the earlier academics who found that in an online community on any SNSs the online engagement among a group of consumers is stimulating (McClure and Seock, 2019; Lilja, 2019; Rajapaksha and Dk, 2019; Carlson et al. 2018; Ramdan, Abosag and Zabkar, 2018; Dessart, Veloutsou and Morgan-Thomas, 2016; Islam and Rahman, 2016; Baldus, Voorhees, and Calantone, 2015; Hollebeek et al., 2014; Ruiz-Mafe, Marti-Parreno and Sanz-Blas, 2013; Gummerus et al., 2012).

Importantly, the level of engagement in any online setting is comprehending an important consideration for marketers. In this process, consumers undertake the brand in a more personalized way and take care of the brand's positivity. For instance, social networking site (SNSs) engagement impact consumers' action stage in three sequential stages (McClure and Seock, 2019; Hutter et. al, 2013). Furthermore, the highest engagement level is the creation of user-generated content (UGC) of brands whereas the lowest level is watching images and videos, and reading product reviews revealed by Florenthal (2019), Tiruwa (2019), Zhung (2017), and Oviedo-García et al. (2014). Connected to this, the highest level of engagement with the brands signifies the consumers are deeply involved in it, spreading e-WOM in content generation (Perreault and Mosconi, 2018; Hoffman, Novak, and Peralta, 2000). Consumers' long-term engagement can be assured if the brand owners understand on which platform consumers are connecting within free will (Tiruwa, 2019). On the contrary, Halaszovich and Nel (2017) stated that initially consumer's online engagement is driven by 'liking' the brand page and later by 'commenting' on it and the friends' names attached to ads are perceived as recommendations to individual users revealed by Jung et al. (2016). Additionally, the word 'co-creation' is commonly practiced now as consumer engagement (Zhung (2017; Danieli, 2016).

However, social networking sites (SNSs) brand pages have diversified features to attract consumers' attention to stay connected with the page and this mutual customer-brand relationship evolves as engagement (McClure and Seock, 2019; Jahn and Kunz, 2012). Oviedo-García et al.

(2014) asserted that like other marketing tools social networking sites (SNS) based tools should be evaluated in terms of effectiveness. Along with this, Cvijikj and Michahelles (2013) found that social media consumers are heavily engaged on those brand pages enriched with consumer-oriented animations, colors, and captions to the images and videos. Additionally, Islam and Rahman (2016) narrated the ways in how social media brand communities develop internal continuous discussions through content sharing, commenting, etc. between one user and another. Specifically, Dessart, Veloutsou, and Morgan-Thomas (2015) explored that brand loyalty on SNSs increases if the users are engaged. However, Perreault and Mosconi (2018) also found that consumers engage on social media online to get all brand-associated information once, to know about the trends by observing friend's interactions with brands, get updates on special discounts, participate in brands' content creation for recognition and to review or recommend the brand on social media. Dwivedi et al. (2016) explored consumer engagement as a tactical tool that must be ensured by market-driven companies to gain a competitive advantage (Brodie et al., 2013). Consequently, Dwivedi et al. (2016) explored consumer engagement as a tactical tool that must be ensured by market-driven companies to gain a competitive advantage (Brodie et al., 2013).

Facebook brand page (FBP) is a type of virtual brand community in shares common ideas regarding the brand (Chen et al., 2013). Chen et al. (2013) advised that for a sensible brand experience through Facebook, the page owners must ensure the consumer's positive interaction with their brand through the page. Facebook is the best online brand community for engaging consumers online with brand interaction argued by Dessart, Veloutsou, and Morgan-Thomas (2016). On Facebook, a brand community is formed, collaborating engagement with perceived advertising value to be connected with the brand (Ramdan, Abosag, and Zabkar, 2018). Facebook brand pages (FBPs) are another form of online brand community affirmed by Ruiz-Mafe, Marti-Parreno, and Sanz-Blas (2013). Parallel to this, in classifying the zone of social media, Nguyen (2020) found that social communities are formed by like-minded individuals on social networking sites (SNSs), which Facebook is the best. Indeed, Tiruwa (2019) stated that Facebook brand pages (FBPs) and OBC are similar in nature, content creation, and exchanging ideas.

2.4.4.2.3. Facebook Brand Pages (FBPs) as the Online Brand Community

(OBC):

Accordingly, Gummerus et al. (2012) also specified customer engagement in the Facebook brand community facilitates interrelated users' brand experience while Han (2015) highlighted how company owners are exchanging ideas with the users directly. That means, the consumer's engagement online has a significant impact on the managerial and theoretical arena to further understand social media users' behavioral patterns supported by Dessart, Veloutsou, and Morgan-Thomas (2016), Brodie et al. (2013) and Van Doorn et al. (2010). Therefore, it is stated that the online brand community on Facebook is perceived as an influential source of informativeness engaging consumers through collaborative experience (Gummerus et al., 2012).

Not only the connection with users and consumers, but marketers are also maximizing their future opportunities by making the followers put like, comment, and share the content, as revealed by Tiruwa (2019). However, FBPs are almost synchronizing with the online community as consumers can interact and create content on the page by applying attractive attributes and features (Rajapaksha and Dk, 2019; Vale and Fernandes, 2018 Tsai and Men, 2013). And Gummerus et al. (2012) found that commenting, liking, and reading online discussions are fundamental forms of customer engagement in the Facebook brand community. Specifically, on Facebook, consumers online engagement is previously considered by the 'like', 'share', 'comment', and 'click' to the brand pages or posts showing empathy to the contents of a large number of scholars (Paramytha, 2023; Lilja, 2019; Jayasingh, 2019; McClure and Seock, 2019; Sanne and Wiese, 2018; Perreault and Mosconi, 2018; Carlson et al., 2018; Vale and Fernandes, 2018; Halaszovich and Nel, 2017; Azar et al., 2016; Dolan et al, 2016; Han, 2015; Luna-Nevarez and Torres, 2015; Oviedo-García et al., 2014; Kabadayi and Price, 2014; Cvijikj and Michahelles, 2013; Tsai and Men, 2013; Gummerus et al., 2012; Sashi, 2012; Muntinga et al, 2011; Hollebeek, 2011; Brodie et al., 2011; Curran et al. 2011). Consequently, consumers who are in the community involvement by displaying the same opinion and sharing ideas are prone to evaluate the brand positively; resulting in purchase intention (McClure and Seock, 2019). Additionally, purchase intention is stronger if the peer's or influencers' recommendations or likes, or comments are associated with the posts on Facebook brand pages (Lilja, 2019). The slight difference is that FBPs are rooted as a free or non-paid brand-enhanced stimulus merging social communication (Ruiz-Mafe, Marti-Parreno, and Sanz-Blas, 2013).

However, Tiruwa (2019) warned that consumer participation in any OBC does not guarantee intensive online engagement.

2.4.4.2.4. How Facebook brand pages (FBPs) are influencing Consumer's

Online Engagement:

In the domain of SNSs advertising research, a noteworthy number of scholars have examined mainly how the pattern of 'likes' 'comments', and 'shares' can influence consumers' online engagement. In this aspect, Han (2015) has disclosed that psychological experience is derived from perceived interactivity of receptiveness, personalization, and two-way communication online. Relating to this pattern of online engagement, consumers' participation in any SNS community is stimulating collaborative behavior for further sharing of exchange of ideas (Carlson, Rahman, Voola, and DeVries, 2018). This also indicates the preference for brand cues, as disclosed by Perreault and Mosconi (2018). In an online brand community (OBC), consumers can co-create the brand content through self-willingness revealed by Tiruwa (2019). Moreover, preferences of the brand cue inducing the engaged consumers' empowerment as the feelings of 'co-owner' (Vale and Fernandes, 2018), and, these interactive experiences from an 'engagement object' such as; products and services news motivate users to gather more brand-related interactive experiences (Hollebeek, 2011). These co-owners or engaged consumer voluntarily posts on their account showing opinions of the brands, uploading images and videos by selecting 'feelings' emoticons (happy, satisfied, delighted, hopeful, blessed, etc.) while posting Facebook status (Vale and Fernandes, 2018; Dolan et al, 2016). In this way, the user becomes a brand representative by producing self-generated content (André, 2015). This is directing that the more participatory engagement on a brand page from fans, the more possibility of purchase results converting fans into clients; which must be monitored as the daily activity of business (Jermisittiparsert, 2019; Schaffer 2013). In particular, the activities while logging in on Facebook by commenting, checking updates or notifications, expressing opinions or feedback, liking, and sharing content are recognized as participatory or engaged consumers (Ho, 2014). Associating to this, consumers' online engagement is the reaction to the contents sourced from commercial or non-commercial sources (Dabbous and Barakat, 2019). Importantly, Kabadayi and Price (2014) claimed the 'likes' on FBPs as the 'brand hooks' for a future purchase, and 'commenting' is denoted as a crucial brand expression, opposing this, Dessart, Veloutsou, and Morgan-Thomas (2016) exposed these as 'foci'

or a variety of efforts reflecting many subjects and offline as ‘multiple foci’. In this regard, Halaszovich and Nel (2017) explored that, users engage with a brand page considering brand content as the focal object. Therefore, the influence of ‘like clicks’ is crucially considered a fundamental indicator driving purchase intention by Facebook ads (Jambulingam et al., 2019).

Facebook is providing five advantages to marketers as a marketing platform: Facebook ads, Facebook brand pages, social plugins, Facebook applications, and sponsored stories (Cvijikj and Michahelles, 2013). After narrating a few types of brand communities, Bianchi and Andrews (2018) argued that, in terms of Facebook, the brand page is working most effectively to share brand insights and exchanging of information in which interested consumers are co-creating brand content. Content sharing success on Facebook efficiently manages marketing campaigns ensuring maximum reach which covers awareness rather than any other marketing tools (Lilja, 2019). How the consumers are discussing brands on a community-based FBP is better signaling the future scenario of consumer insights Tiruwa (2019). Specifically, Cvijikj and Michahelles (2013) termed company or brand owner-created pages like a Facebook brand page, and the contents shared on these pages in the timeline or wall by the brand owner are denoted as brand posts. These brand pages can be operated by one or multiple administrators to upload and review the contents (Cvijikj and Michahelles, 2013). On Facebook brand posts, the ‘like’ and ‘share’ are counted as the gratitude of users who willingly want to be notified about the brand posts (Mukherjee and Banerjee, 2017). Similarly, there could be many members who want to be notified about each post on the page by ‘liking’ or ‘following’ the Facebook brand page, which is referred to as fans or followers of the page (Ferreira and Barbosa, 2017; Cvijikj and Michahelles, 2013). In detail, the fans or followers who are members of the brand page can post their content by accepting all the privacy policies set by the page owner, commenting on the brand posts or other members' posts, and expressing their positivity by clicking ‘like’ button on the brand posts or ‘sharing’ the posts on own timeline (Cvijikj and Michahelles, 2013).

Nevertheless, likes, following, and sharing on Facebook pages, joining groups, and commenting on-brand content are recognized as consumer engagement on social media (Luna-Nevarez and Torres, 2015). On Facebook, such kind of consumer interaction results in engagement and effectively stimulate potential clients to purchase intentions as they read comments and friends' preference on the brand posts (Tsai and Men, 2017; Oviedo-García et al., 2014). On the other hand,

brands can promote themselves by creating their brand page and spreading attractive content conveniently by users 'like' or 'follow' (Mayrhofer et al., 2020). Therefore, consumers are engaged in meaningful relationships associating themselves with the powerful communication sphere of social media (Tsai and Men, 2017). The brand pages are stimulating experiences by enhancing relationships and the growth of acquaintances through engagement behaviors (Ho, 2014). Such engagement ensures users' peak of awareness is approached by marketer-controlled relevancy and retargeting (Kitchen, 2013). Consumer interaction and engagement on Facebook are popularly generated by 'like' 'comments' and 'share' which can be instantly shown on the home page of other 'friends' of a particular user on Facebook to increase reach and visibility (Tsai and Men, 2017). More specifically, Jayasingh (2019) has explored that, the reactions of followers or users' comments, subscribers' numbers, shares, likes, posting, or uploading self-generated content on Facebook brand pages are usually considered consumer online engagement. Boerman (2019) stated that social media users' like, comments and shares can be measured as a form of engagement in the brand posts. Likewise, stronger engagement towards the advertising content on Facebook derives positive feelings stated by Voorveld et. al. (2018). While liking a brand page, the Facebook user will be automatically notified by the brand's posts and updates on the news feed and engage further by commenting, sharing, and intending to purchase (Rajapaksha and Dk, 2019; Halaszovich and Nel, 2017). The time to upload the content, the clarity of the contents of the posts, the design, the integration of value-added information, the level of humor, and the utility of the brand performance as the drivers of brand content popularity (Sabate et al., 2014). Thus, marketers must have to listen to the consumers thinking patterns for utilizing the raw-refreshed ideas utilizing the FBPs (Tiruwa, 2019).

Consumer online engagement through Facebook pages is established and easily claimed by Cvijikj and Michahelles (2013), as these pages are not alike individual profiles. On the FBPs, the images, status, and videos are the post media types by which the brand owners create posts by themselves (Cvijikj and Michahelles, 2013). These visual media posts on the online platform correspond to vividness or media richness (Cvijikj and Michahelles, 2013). The behavioral actions of liking, commenting, viewing, sharing, tagging, check-in, mentioning, hashtags, clicking the objects, and e-WOM (positive or negative declarations) in social media are characterized as behavioral exposure indicating the social media online engagement by earlier scholars (Perreault and Mosconi; 2018; Halaszovich and Nel, 2017; Agostino and Arnaboldi, 2016; Kabadayi and Price,

2014; Sabate et al., 2014; Hollebeek, Glynn and Brodie, 2014; Gummerus et al., 2012; van Doorn et al., 2010). Adding these similar attributes, Carlson et al. (2018) and Van Doorn et al. (2010) moreover highlighted that browsing or scrolling the page and checking notifications of replies indicates the users' online engagement level. Connected to this, Tsai and Men (2017) explored that besides participating in conversation-oriented features of liking and commenting, marketers develop engagement with the end-users by making them contribute or ask about price or delivery system. Linking to these details, marketers generated attractive images and video content are foster consumers' liking and commenting behavior, which is also visible to individual users' friends and converts them into engaged users or fans (Kabadayi and Price, 2014). The Facebook brand pages (FBPs) stimulate followers' engagement if the four criteria are present: types of content, posting time, captions, and the way of post-presentation either by images, texts, or videos (Cvijikj and Michahelles, 2013). Compared to videos and photos, text-based status and links as the captions resulted in low interactivity and vividness which caused a lower level of engagement (Cvijikj and Michahelles, 2013). Regarding the Facebook-based engagement perspective, the simple member is converted to a brand page, by the cognitive and affective communal identity of the unreceptive or receptive way of influence (Ho, 2014).

Nevertheless, 'liking' the posts of Facebook brand pages is not only involved in the behavioral intention which is also demonstrating cognitive, emotional, and behavioral activity. Because, Azar et al. (2016) and Halaszovich and Nel (2017) have found that along with accelerating participation, 'liking' a page increases the visibility of the user's networked peers or friends in the privacy setting. The expression of like and share moreover gestures as the consumers are more engaged with the brand page on Facebook (Mukherjee and Banerjee, 2017). However, comparing 'like' and 'commenting' Kabadayi and Price (2014) affirmed that 'comment' is more explicit in screening users' opinions and interests resulting in more visits from potential consumers. Whereas, Oviedo-García et al. (2014) identified these two behaviors as 'moderate level' of online engagement. Jayasingh (2019), Azar et al. (2016) Gummerus et al. (2012), and Muntinga et al. (2011) have identified both liking and commenting behavior as the social influence encouraging more community involvement. However, such influence can be remarked as the outcome of personality traits revealed by the literature (Kabadayi and Price, 2014; Gummerus et al., 2012; Brodie et al., 2011; Van Doorn et al., 2010). Additionally, this is connected with the findings of Vale and Fernandes (2018), Oviedo-García et al. (2014), and Kabadayi and Price (2014), who

explored 'liking' and 'commenting' behavior on FBPs can be portrayed as favorable attitudes and self-feelings widening the consumer's awareness levels. In consumer online engagement, the 'humanizing of the brand' is possible if the brand owners respond empathetically by resonating with the consumers without the commercialized approach (Tiruwa, 2019).

Additionally, McClure and Seock (2019) discovered that on FBPs replying to comments and personalized conversations on messenger tempt the user to put 'like; the content and participate in the content generation. It is advised Tiruwa (2019) that, brand owners have to carefully locate loyal consumers' dialogues regarding the brands to recognize how consumers are perceiving them from their perspectives. The quality brand content on the page fosters higher engagement driving self-driven participation often the means of sponsored posts that exist on the Facebook news feed (Rajapaksha and Dk, 2019; Wen, 2019; Jung et al., 2016). However, it is also suggested earlier that rather than short-termed engagement goals (discounts, sales promotion, and coupons), long-term goals proved to be more successful (valuing relationships and empathetically listening and solving consumers' problems) (Tiruwa, 2019). Often, Facebook brand pages (FBPs) are considered a tool to announce special offers, and discounts, share posts and win rewards for motivating sales followed by customer engagement (André, 2015). Besides this, it is revealed that to gain monetary benefits, discounts, gifts or promo-codes users engage in a community-based brand page for better interaction (Tiruwa, 2019). However, Reinikainen, Maity, and, Vilma Luoma-aho (2020) found that on social networking sites (SNSs) all users are not joining in the interactive information. Accordingly, the users who do not open up by themselves but only follow others are termed as 'lurkers' on SNS (Ballantine and Martin, 2005, p. 197), as mentioned in Reinikainen et al. (2020).

Despite a growing body of research that has speculated that FBPs 'likes' 'comments' and 'shares' can activate online engagement, nevertheless, earlier research has exposed that, monetary rewards on FBPs influence more. For instance, Perreault and Mosconi (2018) found that consumers engage on SNS, to get updates on special discounts, offers, or membership, to participate in brand content creation for recognition, and to review or recommend the brand on social media. Additionally, Ji, Mieiro, and Huang (2021) asserted that a mental state generates from the collaborative consumer experiences with social media advertising accelerates utilitarian value; e.g. in the quest for discounts, gifts of a specific product category, or a new product and hedonic value such as; entertaining contents or attractive visualization (Thakur, 2018).

The latest data revealed by Facebook is denoting that, video ad contents acquire 7 percent engagement, photo content 4.36 percent, links occupy 2.78 percent, and text-based posts or statuses acquire 1.66 percent engagement (Pietroluongo, 2021). It is worth including that, 100 million hours are consumed by users on Facebook by watching videos on Facebook watch, which is a total of 8 billion views (Shepherd, 2022). If the user is watching the video for a minimum of 3 seconds, it amounts to a view, and above 10 seconds is considered the highest engagement to the videos (Shepherd, 2022). Also, by examining the Spanish travel agencies' Facebook brand page contents and user engagement level, Sabate et al. (2014) have found that the inclusion of vivid images attracts users to put a short comment expressing feelings or opinions. Interestingly, story content on Facebook was found to be most exciting for engagement and interaction generation (Lilja, 2019). If the Facebook ad demonstrates the congruency of the brand with overall contents (images, videos, sounds, graphical effects, captions, peer comments) the user possesses a positive attitude and recognizes the ad as valuable (Cabiles, 2018). Furthermore, compared to only text-based and link-only brand posts, videos and images can reinforce the positive effects of advertisement value according to Sabate et al. (2014). Also, Facebook stories are getting popularity among young users revealed by Shepherd (2022). Additionally, the content found on the news feeds and clicking on the content also appeals to millennial users' engagement (Lilja, 2019). However, the users involved in this process admiring the contents termed 'followers', Ferreira and Barbosa (2017) remarked that followers express gratitude by 'likes'; the more likes on the page the more popular it is.

On Facebook, peer communication is activated by the means of liking, commenting, posting statuses, images, videos, and sharing content triggering the user's behavioral formation to act accordingly (Bianchi and Andrews, 2018). Harrigan et al. (2021) found peer communication significantly influences the perceived usefulness and trust of consumers in SNSs fashion product advertising. For instance, besides liking and sharing, the number of comments from multiple users and peers on-brand content increases the positive attitude to be more aware of the products and to be informed, whereas, negative reviews impact more harmfully raising dissatisfaction (Kanthawongs, 2019; Barger et al., 2016; Luna-Nevarez and Torres, 2015). Moreover, 'click' on the brand page denotes redirecting consumers to brand pages or websites, paid to advertise in nature (Sanne and Wiese, 2018). Also, word-of-mouth (WOM) communication is very similar in

considering the aspects of OBC in an online context in which the participants share their thoughts about various brands and experiences (Tiruwa, 2019).

2.4.4.3. Research Gap of Consumer's Online Engagement:

With the SNSs, advertisers and marketers can distribute their brand content more easily consumer engagement is the foremost issue to be developed first (Florenthal, 2019; Florenthal and Chao, 2015). Moreover, as explained above, this research aims to investigate the influence of Facebook advertising regarding local-fashion products, photography, and event management on Facebook brand pages on millennials' purchase intention with the mediating effect of consumers' online engagement. The above discussion also shows that consumer online engagement which is three-dimensions (cognitive, behavioral, and affective engagement) found by Gummerus et al. (2012) has been examined as a dependent variable largely mainly in fashion, clothing, beauty, and travel as the product category. However, it is justified in the above evidence that how millennial consumers' purchase intention is influenced by like, comment, and share activities as online engagement while evaluating Facebook advertisements of a brand page. In the domain of local- fashion products, photography, and event management Facebook brand pages, how such an activation process is influencing millennial consumers' purchase intention behavior is still obscure, which is created another research gap in the existing studies.

Thus, adding to the rising body of research that focuses on the young consumer groups (Florenthal, 2019), millennials, this research aims to propose a conceptualization that explains which antecedents of Facebook advertising on Facebook brand pages underpin millennial consumer's intention to purchase with the mediating effect of consumer's online engagement.

2.4.10 Theory of Reasoned Action (TRA):

Fishbein and Ajzen's (1975) Theory of Reasoned Action (TRA) is one of the most popular theories to examine consumers' future purchase behavior as it is applied by renowned academics in the social media context (Burnasheva, GuSuh, and Villalobos-Moron, 2019). In TRA, Fishbein and Ajzen (1975) specified that the intention-to-purchase is influenced by the individuals' attitude and subjective norm as the social influence by the people towards their behavior, which is mostly rational and willful controllable behavior. Accordingly, the person's views and beliefs towards communal pressure integrated with attitude postulate the person's intention to perform the

behavior (Bounkhong, 2017; Fishbein and Ajzen, 1975). Parallel to this, Ajzen (1991, p. 181) stated “the stronger the intention to engage in a behavior, the more likely should be its performance”. Ajzen (1991) mentioned three kinds of beliefs associated with behavior, among them two kinds of beliefs are associated with this study. The inclination toward behavior completion is stronger if the people in the society indirectly persuade the perceived outlook of accomplishing the behavior (Bounkhong, 2017; Fishbein and Ajzen, 1975). Specifically, behavioral beliefs are ascertaining attributional events, occasions, objects, or characteristics of a person influencing the predictive consequence of attitudes towards the predictive behavior (Ajzen, 1991). And, normative beliefs or subjective norms are concerning the influential reference group supporting or not supporting the likelihood of behavioral intents (Ajzen, 1991). This theory defines an individual’s behavioral actions formed through attitude toward subjective norms (Burnasheva, GuSuh, and Villalobos-Moron, 2019; McClure and Seock, 2019). Certainly, behavioral decisions result from a reasoned process influenced by the actual behavior by attitudes and norms, which are not unprompted (Attia, Aziz, and Friedman, 2012). Also, this theory prescribes, that before engaging in any action individuals justify their rationality and availability of information (Zhung, 2017). On the other hand, researchers have agreed that consumers' voluntary attitude and predisposition toward future consumption probability to purchase the product shortly means an intention to purchase (Corrada, Flecha, and Lopez, 2020; McClure and Seock, 2019; Sethi, Kaur, and Wadera, 2018; Zhung, 2017; Danieli, 2016; Balakrishnan, Dahnil and Wong, 2014; Attia, Aziz and Friedman, 2012; Belleau et al., 2007). Specifically, TRA ascertains that humans exploit information logically and systematically within volitional control with behavioral intention, conviction, sentiment, and behavior (Zhung, 2017; Belleau et al., 2007). In TRA behavioral intention refers to, the enthusiasm and conscious step to put effort into the performance of behavior; more clearly, a positive attitude leads to favorable behavioral intentions (Attia, Aziz, and Friedman, 2012). Along with this, Sethi, Kaur, and Wadera (2018) posited that TRA is useful to determine the final purchase behavior of millennials integrating certain periods and situations.

2.4.5.1. Purchase Intention:

To predict the actual purchase behavior, purchase intention is a well-accepted tool among practitioners (Rajapaksha and Dk, 2019). Purchase intention is the willingness or the desire toward the act of purchase in a predictive future (Ajzen, 1985). Previous literature has found that, if

consumers are somehow positively convinced by any touchpoints of brands or company cues, the likelihood of a positive attitude toward purchase intention is formed quickly (Ghosh and Islam, 2023; Corrada, Flecha and Lopez, 2020; Chetioui, Benlafqih and Lebdaoui, 2019; Rajapaksha and Dk, 2019; Raktham, Chaipoopirutana and Combs, 2017; Song and Yoo, 2016; Balakrishnan, Dahnil and Wong, 2014; Duffet, 2014; Belleau et al., 2007). Furthermore, the aptitude of individual action toward a certain brand is defined as purchase intention (Ahmed et. al., 2020; McClure and Seock, 2019). Moreover, it is the result of a specific evaluation process along with a favorable mindset, centralized on a brand to buy within the near future (Rajapaksha and Dk, 2019). On contrary, Kountouridou and Ioannou (2018) have simply stated that purchase intention is moving forward to specific desired products. On the other hand, Bounkhong (2017) defined intention as the self-readiness to conduct any behavioral action supporting Davis (1989). Consequently, McClure and Seock (2019) stated that social media is a major requirement in this continuously changing communication landscape for consumer involvement influencing attitudes and intentions. Balakrishnan, Dahnil, and Wong (2014) defined purchase intention as consumers' subjective or independent judgment after evaluating products or service features in near future or for repurchase. This behavioral execution is actively driven by demographics, personal socio-cultural, and psychological characteristics determined by Dharmesti et al. (2019). Accordingly, Jung et al. (2016) claimed that the readiness of an individual to complete a given behavior is known as purchase intention, whereas, the intention is an individual's readiness to conduct the specific behavior (AL-Sous, Almajali, and Alsokkar, 2023; Phuong and Vinh, 2017). Purchase intention is the will that stimulates the purchase of the specified products in the posterior period (Wang and Lan, 2018) and it is formed with the consumer's awareness (Lou, Tan, and Chen, 2019). According to Davis (2017), it is the determination to purchase a selective brand through a sensible plan or the justification of own assessment of the favorability of any activity (Chetioui, Benlafqih, and Lebdaoui, 2019) indicating consumers' likelihood or tendency or behavior to perform a certain thing of buying (Harwanto, Nuari, and Christian, 2020). The brands which can generate an influence on purchase intention have reduced the perceived risks associated with the purchase thus, sustainable brand admiration is the result (Trivedi and Sama, 2020; Godey et al. 2016). Moreover, technological acceleration offers millennials through social media content diversity and induces purchase intention advancement more than previous marketing tools (Harwanto, Nuari, and Christian, 2020). Belleau et al. (2007) argued that behavioral intention is

an excellent predictor to determine purchase combined with an attitude of functional belief toward the behavior and subjective norm or social pressure.

2.4.5.1.1. Subjective Norm:

Subjective norm is the communal pressure to accomplish or not accomplish the behavior (Ajzen, 1991; Fishbein and Ajzen, 1975). This is controlled internally by friends and relatives and the importance of the surrounding person's point-of-view about the decision finalize, whether the performer will take the action or not (Chetioui, Benlafqih, and Lebdaoui, 2019). Moreover, in this tech-savvy world, the power of other interpersonal influences or subjective norms affect consumers' trust in the cognitive, affective, and behavioral processes (Ahmed et. al., 2020). The social influence or perceived pressure from surrounding people to complete or not complete the behavior is a set of operational beliefs pushed to purchase intention as normative beliefs or subjective norms (Ajzen, 1991). Subjective norms are the insights of the individual consumer which are reproduced under social pressure (Chetioui, Benlafqih, and Lebdaoui, 2019; McClure and Seock, 2019). Indeed, social influence, opinions, and approvals of a particular behavior to an individual user on social media are subjective norms formed by the communal perception and social acceptance of conducting behavior (Lubis et al., 2019; Zhung, 2017; Ajzen, 1991; Fishbein and Ajzen, 1975). More clearly, if any certain behavior is accepted or unaccepted by the individuals in society, then the person displaying that behavior will anticipate performing the same (Chetioui, Benlafqih, and Lebdaoui, 2019). And, the social situational pressure on individuals' behavioral intention is a subjective norm (McClure and Seock, 2019; Phuong and Vinh, 2017). Connected to this, Fishbein and Ajzen's (1975) Theory of Reasoned Action (TRA) defines an individual's behavioral actions formed through attitude with subjective norms (Burnasheva, GuSuh, and Villalobos-Moron, 2019). This norm is the consideration of an individual among other people indicating how the individual will be accepted if he/she will perform the behavior (Erkan and Evans; 2016). In a detailed way, Azar et al. (2016) have described that the people in a society influence approval or disapproval of an individual user's product adoption decision to display a promising impression aiming to connect with the other members of the society. Friends and family are considered the personal referents influencing critical behavioral intention, however; mass media is a societal referent that has low influence (Sanne and Wiese, 2018). Subjective outcome assessment directs the predictive allocation of attitudinal beliefs (Ajzen and

Driver, 1991; Sanne and Wiese, 2018). Which is the influence of peer groups in making any decision (Chopra, Avhad, and Jaju, 2020; McClure and Seock, 2019). In this situation, the individual is performing as desired by the familiar and surrounding acquaintances in the society (Chetioui, Benlafqih, and Lebdaoui, 2019; Sethi, Kaur, and Wadera, 2018), which was identified by an earlier scholar as the normative belief of social action by other members in the society for intending to purchase (Belleau et al., 2007).

2.4.5.1.2. Attitude:

Moreover, Ajzen (1991) proved that if any person holds a favorable or unfavorable evaluation of conducting behavior, the dimension is attitudinal perception. Jung et al. (2016) defined attitude to purchase intention in TRA as the concept of social psychology. Attitudes toward the behavior are referred to as, how any individual supports or does not supports any specific behavior through the self-judgment (Chetioui, Benlafqih, and Lebdaoui, 2019; Hamouda, 2018; McClure and Seock, 2019; Zhung, 2017; Jung et al., 2016; Luna-Nevarez and Torres, 2015; Belleau et al., 2007). A positive attitude to brand touchpoints and engagement leads to the purchase intention of the specified brands (Rajapaksha and Dk, 2019), leading to the readiness for action-oriented behavior (Lubis et al, 2019). In this aspect, the consent or condemnation to a certain behavior expressed by individuals' feelings is termed attitude (Phuong and Vinh, 2017). Moreover, Burnasheva, GuSuh, and Villalobos-Moron (2019) also stated by ascertaining Fishbein and Ajzen's theory (1975) that, attitude is the growing desires of behavior regarding subjective issues evolving relentlessly positively or negatively. Attitude can be a behavioral belief for executing specified behavior aiming for accurate results (Trivedi and Sama, 2020; Sanne and Wiese, 2018; Jung et al., 2016; Ajzen and Driver, 1991). Therefore, without the positive tendency of action preparedness, the intention as outcome remains incomplete (Lubis et al., 2019). More clearly, a consumer's attitude is formed after the values and beliefs influence the purchase intention, and the marketer's responsibility is to change or modify the consumer's attitude toward the brand (Kountouridou and Ioannou, 2018; Raktham, Chaipoopirutana, and Combs, 2017; Bounkhong, 2017). Furthermore, Attia, Aziz, and Friedman (2012) defined attitude as impacting the way an individual justifies a product, brand, or service by specifying the favorability and dislikes. In extending TRA to TPB in 1991, Ajzen (1991) articulated that, attitude is the individual dimensional satisfactory or unsatisfactory assessment of the said behavior, Furthermore, Trivedi and Sama (2020),

Burnasheva, GuSuh and Villalobos-Moron (2019) and Sethi, Kaur and Wadera (2018) also stated by ascertaining Fishbein and Ajzen's TRA theory (1975) that, attitude is the growing desires of behavior regarding subjective issues evolving relentlessly positively or negatively. Connected to this, Jung et al (2016) proclaimed, that a consumer's psychological possibility is displayed by judging any certain object with some extent of favor and disfavor denotes as attitude. Moreover, the positive attitude of consumers activates positive e-WOM and also stimulates purchase intention (Lubis et al., 2019; Agora and Agarwal, 2019; Bounkhong, 2017). Attitude is specified by the behavioral beliefs about the consequences and evaluation (how good or bad each consequence of the behavior could be conducted) intended for the behavior in question (Hamouda, 2018; Bounkhong, 2017; Luna-Nevarez and Torres, 2015; Attia, Aziz and Friedman, 2012). Millennial users are surely developing an impressive attitude and positive behavioral change linked to social media advertising (Chu, Kamal, and Kim, 2013).

Therefore, the above evidence directs that a strong relationship between attitude to behavioral intention exists. Therefore, the more the consumers display a positive attitude, beliefs, and feelings toward engaging the Facebook ads by liking, commenting, sharing, and clicking; the more intention to purchase will be increased.

However, this study uses attitude, subjective norm, and behavioral intention of TRA instead of behavior as the aim is to identify the dominant predictors of Facebook advertisements on purchase intention. This is justified by the findings of Erkan and Evans (2016) in revealing the influence of e-WOM on purchase intention. Moreover, Davis (1989); Ajzen (1985); Fishbein and Ajzen (1975) also explored behavioral intention as the crucial predictor of actual behavior.

In Bangladesh, Facebook is a popular SNS among millennials (Hossain, 2021; Rahman, 2016), and using this SNS seems very convenient to the tech-savvy millennial generation. In this occurrence, using TRA as the theoretical underpinning in investigating millennial consumers' intention to purchase through Facebook advertisements from Facebook brand pages may offer a transparent insight into the influence of attitudes and subjective norms. In particular, attitudes toward Facebook advertising which is a personal factor affirmed by Muk and Chung (2014), contemplate an individual's positive or negative assessment of executing the behavior of purchasing a brand from fashion, event management, and photography services brand page. Similarly, the subjective norm is a social factor (Muk and Chung, 2014; Muk, 2013) that denotes

how any individual perceives peer pressure while aiming to purchase a brand from a fashion, event management, and photography services brand page. For this research, these two aspects offer the theoretical framework of behavioral intentions to clarify the connection between millennials' attitudes toward Facebook advertising, subjective norm, and intentions to purchase through Facebook advertising sourced from the Facebook brand pages.

2.5 Empirical Review:

2.5.5 Millennial Consumers:

2.5.1.1. Millennials:

Dabbous and Barakat (2019) proclaimed that millennials are individuals who were born between 1981 to 1999 and their behavior is the determinant to predict the future behavioral nature of other generations. Compared to generation X, millennials are utilizing technologies in every sphere of their lives and in purchasing decisions also (Dabbous and Barakat, 2019). In **Table 2.7** the millennials' birth period determined by the literature is presented for more clarification.

Table 2.7: Millennials' Birth Period Applied by Earlier Academics.

Author and Year	Millennials Birth Period	Focus
Tugney (2015)	1980 to 2000	Millennials' purchase intention on social media through brand content.
Dabbous and Barakat (2019)	1981 and 1999	Millennials' purchase intention is impacted by social media brand content quality and awareness.
Harwanto, Nuari and Christian (2020)	1981 and 1994	Millennials' purchase intention is influenced by brand image, variety-seeking behavior, and peer influence.
Reiter, McHaney, and Connell (2017)	1980 and 1994	Millennials' purchase intention influenced by social media; a study of instrument validation.
Kanthawongs (2019)	1981 and 2000 (18-38 in 2019)	Millennials' intention to purchase online clothing shoppers
Bounkhong (2017)	1981 to 2000	Millennials' intention to use Facebook commerce for fashion products.
Burger (2014)	1981 to 2003	Millennials purchasing behavior and online shopping are influenced by online reviews.
Kalu (2019)	1981 to 1996	Millennials' purchase intentions are influenced by social media influencers.
Idris et al. (2020)	1981-1997	Millennials' consumption is driven by social media advertising.
Kim (2019)	1980-1999 (Gen Y or millennials), after 2000 (Gen Z)	Millennials' purchase intention by user-generated content (UGC) on the brand equity of YouTube.

Davis (2017)	1980 to 1995	Millennials' purchase intention through social media celebrity endorsers.
Jambulingam et al. (2019)	1994 to 2004	Millennials' purchase intention by Facebook advertisements of 'likes clicks.
Ladhari, Gonthier and Lajante (2019)	1881 to 2000	Millennial consumers' orientations and profiles toward online shopping.
DeVaney (2015)	1880 to 2000	Millennial generations behavioral analysis.
Sethi, Kaur and Wadera (2018)	1981 to 1999	Millennials' purchase intention towards social media fashion stores.
Nguyen (2020)	1980 to 2000	Millennial consumer's buying behavior is influenced by the social media influencers in the fashion industry
Chen (2017)	1980 to 2000	Millennial consumer's engagement and purchase intention in China
Anongdeh and Barre (2019)	1980 to 2000	Millennial consumer's relationship with influencers on Instagram is impacted by their credibility
Argyris et al. (2020)	1981 to 1996	Millennial consumer's brand engagement is affected by micro-influencers visual congruence on Instagram
Florental (2019)	1977 to 1993	Millennial consumer's brand engagement behavior on the social media sites

Source: Present researchers' self-creation.

Besides noticing brand information on SNSs, millennials are also influenced by entertainment value, utility function, and social media experts' opinions (Dabbous and Barakat, 2019). They are the individuals born between 1977 to 1993, who are habituated to using technology and the Internet, indeed they are the 'digital natives (Florental, 2019, p.356). Millennials are the 'Facebook generation' (Karamchandani, Karani, and Jayswal, 2021, p.2) who were born after 1980, often known as 'Generation Y' or 'Nexus generation' with a unique combination of characteristics. Karamchandani, Karani, and Jayswal (2021) investigated Indian millennial social media users' advertising value perception during the COVID-19 pandemic. Millennials are engaged more with organizations online if they get monetary rewards, incentives, discounts, and coupons if they make orders to the brand pages (Logan, 2014). Chen (2017) found that millennials are the generation that was born between 1980 to 2000. Young consumers tend to develop brand perceptions based on their social networking sites' advertising experience, as asserted by Bailey, Bonifield, and Arias (2018). Arora and Agarwal (2021) explored that millennials or generation Y are aged between 18 to 38 as per the findings of Bolton (2013).

2.5.1.2. Characteristics of the Millennial Generation:

Connected to the above paragraph, Kim (2019) has stated how generational attitudes, behaviors, and thought processes will be developed and impacted by the same birth year, lifestyles and values. In this regard, DeVaney (2015) stated that the collective experiences and years of events that form a group of peoples' attitudes and behavior for later life are known as a cohort. Moreover, Dharmestiet al. (2019, p. 2) said "Cohorts are groups of people who are born in the same period and travel through their lives with each other". The persons of cohorts majorly drive their lifestyle and choices or observation within their 'coming-of-age period of economic downturn or growth, wars, epidemic outbreaks, and technological availability (Rogler, 2002). These 'defining moments' shape the point-of-views and predisposition of behavior, which is later exposed as stable attitudes (Dharmesti et al., 2019; Rogler, 2002). The economic environment, cultural contexts, historical changes, or some other social factors influence generational differences having separately identified thinking-pattern (Ladhari, Gonthier, and Lajante, 2019; Kim, 2019; Bento, Martinez, and Martinez, 2018). Likewise, Bento, Martinez, and Martinez (2018) suggested that generational cohort theory conveniently depicts the consumer's behavioral patterns by classifying their birth period, experiences, motives, and values, which will be consistent throughout the person's life. Turner (2013) emphasizes Parry and Urwin's (2011) theory that a cohort means a community of individuals assumed to resemble shared experiences. Additionally, Kim (2019) has defined, 'generation' as a cluster of individuals communally connected and born in the same year. Also, homogeneous cohorts in the same age group further establish like-minded attitudes, beliefs, evaluations, ideas, and lifestyles impacted by society and major events in their surroundings (Rogler, 2002).

Among the Silent Generation or Traditionalists born between 1922-1945, Baby Boomers were born between 1946-1964, Generation X was born between 1965-1977, Millennials were born between 1977-1993, and Generation Z was born between 1993-2005 (Turner, 2013). On the otherhand, Kim (2019) has explored the silent generation born between 1925 to 1945, baby boomers from 1946 to 1964, Generation X born from 1965 to 1979, Generation Y or millennials from 1980 to 1999, and the population born after 2000 are said to be Generation Z. Millennials is termed as 'Peter Pan Generation' as they prefer to lead their life independently from their parents and start a conjugal family on the later life-cycle stage of adulthood (Bolton et al., 2013). Among the five

living generations as per standard, i.e. right now, millennials are passing their young adulthood and Generation Z is in their teenage. Millennials are born between 1985 to 2000, experts in digital phenomena and interactive social media, the internet in every aspect of lifelike, information capsules, and pressing cell phones through their fingertips randomly elder their age (Belanche, Cenjor, and Pérez-Rueda, 2019). However, as per Duffet (2014), millennials who were born between 1982 to 1994 are the cohort of experts on technological acceleration in every facet, Tugney (2015) explored 1980 to 2000, and Wahane (2019) asserted the birth period of millennials 1981 to 1996. However, people who were born after 1981 are considered millennials or Gen Y in India by Trivedi and Sama (2020). Generation Y is mostly known as ‘millennials’ aged right now 23 to 35 are openly expressive self-images through opinions (DeVany, 2015), in contrary Agora and Agarwal (2019) and Bolton et al. (2013) specified millennials or Gen Y are aged between 18 to 35 years. Whereas, the millennials aged between 18 to 23 are investigated by Tugney’s (2015) research.

Parallel to the above details, born in a tech-savvy period, millennials tend to be ‘digital natives’ who can consume, contribute and correlate with social media content, performing both producer and consumers role (Bento, Martinez, and Martinez, 2018). Referring to Bolton et al. (2013), Kalu (2019) stated that millennials, or Gen Y is accustomed to limitless internet facilities for connecting mass people around the world seeking useful information. The millennial generation is said to be the largest cohort of Generation X, Baby Boomers, and is highly communicative in terms of digital devices and the internet (Turner, 2013). Parallel to this, Duffet (2015) stated ‘Millennials’ as Echo boomers, Generation Y, Hip-hop, and Facebook generations.

They used to be more individualized, and educated, and exploit technology in all spheres of life than previous generations (Ladhari, Gonthier, and Lajante, 2019; Wahane, 2019). The millennial generation tends to be well-educated, self-independent, and technologically classier by expressing their active participation in digital platforms (Ghosh and Islam, 2023’ Kim, 2019) and tech-savvy, distinctive, and well- informed behaving differently with varying attitudes (Kanthawongs, 2019). Nevertheless, this generation is proactively conscious of global issues, advanced technologies, artificial intelligence, and problem-solving expertise; as well as they are also perceived to be lazy, want to be isolated, and short-tempered (Issa and Isaias, 2016). However, Dharmesti et al. (2019) observed that in developed countries, millennials are tended to be ethnically and racially diverse, aspirant, think

globally and diversified in technology adoption. Moreover, Reiter, McHaney, and Connell (2017) termed millennials as the 'digital generation' who are grown up on the internet and used to control the source of information they persuade. These "Digital Natives or Digital Immigrants or MobileMavens" are inborn habitual of the internet, computers, digital devices, and other multimedia tasks within a glimpse (Turner, 2013). Their preference for media habits and ease-of-access of information is pursued to shopping regularly online (Dharmesti et al., 2019). This 'Smartphone' generation normally spends over 11 hours on online media sites and traditional media per day heavily depending everything (study, shopping, entertainment, networking, communication, dating, etc.) on internet facilities (Turner, 2013), therefore they can be highly influenced by diversified media usage in daily lives (Moreno et al., 2017). This generation was born in a similar period and raised with similar ethics, values, norms, views, and principles utilizing fully web-based services by digital gadgets according to Kalu (2019). This generation simultaneously utilizes social media for brand evaluation influenced by online community interaction (Bento, et. al.; 2018; Moreno et al., 2017). Interestingly, if they have any query or need to know something, they 'Google' it (Turner, 2013), sharing information about new experiences of brands, especially on Facebook induces millennials' eWOM and purchase intentions (Wahane, 2019; Sethi, Kaur and Wadera, 2018). EWOM on social media is influencing millennials or 'Boomerang Kids' brand loyalty and intention-to-purchase, as stated by Balakrishnan, Dahnil, and Wong (2014), by supporting Kaplan and Haenlein (2010).

Despite the growing body of research that has found useful findings on millennials' characteristics in the usage of SNSs, only a few numbers of research speculated the millennial consumers' behavior regarding Facebook usage. Such as, Duffet (2015) proved that Facebook influenced intention-to-purchase and purchase of products in South Africa among millennials. The time users spent, their pattern of usage and individual users' profile updates with demographic orientation induce how the perception will be developed towards Facebook Advertising. Burnasheva, GuSuh & Villalobos-Moron (2019) stated that millennials' purchasing power interacted with the social media upsurge and shifted attitudinal focus on luxury fashion brands' purchase intentions. They observed that this 'savvy' cohort exerts the highest interest in online shopping where social media plays a dominant role. Pinasang, Tulung, and Saerang (2020) researched Facebook advertising on retargeting consumers to reach purchase intention in Indonesia. Pinasang, Tulung, and Saerang (2020) said "Retargeting is a digital marketing strategy that can be used to reach out to interested

consumers who browsed a website but left before making a purchase. (p. 2107).” Fill and Jamieson (2006) stated any non-personal form of wider communication messages serving much control to marketers working as a form of promotion to identified consumers means advertising. Linking to this, digital videos, reference marketing, content marketing, influencer marketing, online ads on social media, and search engine ads are all based on the internet in digital advertising (Pinasang, Tulung, and Saerang, 2020). Pinasang, Tulung, and Saerang (2020) expressed that product discounts on Facebook captivate consumers who previously watch the ad but didn’t take any action driving to purchase intention. Occasional discounts attract female social media users more than men as females tend to be more sensitive to shopping and are influenced to purchase readily in near future by interacting with social media ads (Pinasang, Tulung, and Saerang, 2020).

2.5.6 Usage of Social Networking Sites (SNSs) and Buying Behavior of the Millennial Generation:

In the SNSs advertising domain, previous research has been focused on the millennial consumer’s usage of SNSs and buying behavior of millennial consumers, by understanding the importance of their purchase in the economic arena. In this regard, Bolton et al (2013) stated that the social media usage of millennials impacts the entire socioeconomic, and cultural factors, personal values, age, and lifecycle stages. Indeed, Agora and Agarwal (2019) narrated that social media is a ‘hybrid element’ supporting Mangold and Faulds’s (2009) findings, which execute direct communication with companies and consumers. Accordingly, social media is an interactive platform of personalized content, termed by Florenthal and Chao (2015). Importantly, the informational wave embracing updated technology shifted social media from Web 1.0 to Web 2.0 encouraging users’ co-creation found by Tugney (2015). Additionally, Godey et al. (2016) emphasized that customers’ voluntary conversation, dialog, and communication on social media accelerate e-WOM and promotion which marketers monitor. However, Bento, Martinez, and Martinez (2018) asserted that social media offers vast means of information controlled by consumers. Zhung (2017) stated that millennials are habituated to social networking sites (SNSs), which initiate a new era of information distribution to influence, incline and repose this cohort. Baglione, Amin, and McCullough (2018, p. 124) narrated that, “Social media’s explosive growth appears only limited by the world population and access to technology”. Parallel to this, consumers use this system for

deliberately socializing on different issues on Facebook, LinkedIn, Instagram, Twitter, Snapchat, Google +, etc. (Tugney, 2015). Connected to this, Balakrishnan, Dahnil, and Wong (2014) referred that social media as perceived by marketers as an 'intelligence hub' for understanding consumers' behavioral actions. Moreover, Wahane (2019) and Florenthal and Chao (2015) stated that social media has become the best choice to invent new strategies for millennial-targeted interactive advertisements to marketers. This cohort follows each social matter and updates on social networking sites (SNSs), such as; Facebook (Kim, 2019).

The role of social media is moreover converted into fueling brand-consumer interaction (Bento, Martinez, and Martinez, 2018). Furthermore, Bolton et al (2013) stated that millennials, or 'Generation Y' people who are highly socio-economic status-oriented in developed countries, utilize social media platforms. The millennials search for information about online reviews and a variety of products primarily on social media for purchasing decisions (Sethi, Kaur, and Wadera, 2018). This, they have massive access to information sharing and experts in multi-tasking (Turner, 2013); thus, millennials have the power to evaluate limitless options of SNSs. Florenthal (2019) stated that generation 'Y' such as 'millennials' or 'digital natives are pioneers in utilizing SNSs because of the ease - of connectivity, sharing, and searching altogether happened through socialization. It is revealed that millennials have vast options available to choose any brand at any time by searching for information than a few sources of previous generations, thus they are not sticky to any particular brand (Moreno et al., 2017). Associating to this, the 'digital natives or millennials' prefer to connect with each-other spending maximum time on Facebook, Instagram, Snapchat, Twitter, etc. (Wahane, 2019; Florenthal, 2019), for accomplishing multiple-tasking (Kim, 2019). This tech-naïve generation is explained to be as slothful, impatient, and seeking newways of social media engagement virtually; driven by the availability of smartphones (Wahane, 2019). As Gen Y or Gen 'Next' is dependent on searching information, alternative evaluation, and considering review recommendations based on the web; marketers develop targeted ads considering their perceptual differentiation of them (Ahmed et al, 2020). But, most often to predict this cohort's behavior is hard to determine. For instance, this cohort relies on the internet seeking communication, and review-recommendation, and their values, beliefs, and understanding are majorly shaped by social media cues (Wahane, 2019). Additionally, they feel less attracted to mass media and more accustomed to social media, online web services, Netflix, and Amazon-like customized platforms (Kim, 2019).

Adding to the above details, millennials are closely connected with their peers and friends on social media where their decisions are highly influenced by each other through sharing experiences, uploading images, and streaming live videos (Wahane, 2019). Besides, social media users openly share experiences, and opinions, searching for anything before purchasing or using about brands on their news feed recognized as brand interactivity or mutual communication between user and company (Dabbous and Barakat, 2019). Interestingly, the current saturated social media marketing now emphasizes influencer-generated content. Connected to this, Lilja (2019) strengthened that short but informative alluring captions on the images of influencers can take attention sometimes. Moreover, it is also explored that new and non-reputed companies leverage social media advertising successfully by posting entertaining and informative images, videos, and users' authentic recommendations (Danieli, 2016). Global marketers now ensure their strong-positive image on social media to capture these fickle millennials' attention along with offline media (Helal, Ozuem, and Lancaster, 2018; Zhung, 2017). It is very hard to engage with average brand content to target millennials as they always want to get unique-compelling objects on social media (Tugney, 2015). Facebook and LinkedIn are prominent pioneers in the revolution of content-sharing social networking sites (SNSs). Therefore, dependence like this is shaping their attitude formation and buying decisions as well (Agora and Agarwal, 2019).

The dependence of this generation is based on technology in every sphere of life, including connectivity with peers from searching for brands' utility (Dabbous and Barakat, 2019). It is stipulated by the recently published data by Influencermarketinghub.com that, millennials spending power will be more than \$2.5 Trillion by 2022 (Molenaar, 2021), which is accumulated from a total of 72.26 million millennials globally (Hans, 2022). Moreover, unlike the previous generation, millennials are preferring to spend their money to meet all their necessities (Ghosh, 2019). However, this cohort willingly spends \$164 a month on entertainment purposes only, especially on social networking sites (Hans, 2022). Similarly, entertainment or pleasure-seeking behavior is another reason that drives millennials to spend time more on social media (Dabbous and Barakat, 2019). In 2022, amongst the SNSs, millennials spend a minimum of 38 minutes on Facebook only, of which around 32 percent solely contribute to the revenue of Facebook (Molenaar, 2021). This is directed that, millennials will have a combined purchasing power of \$2.45 trillion Facebook revenue from advertising has grown by 59 percent during the past year to over \$5.4 billion in 2014 (Facebook, 2014a). Adding to this, Dabbous and Barakat (2019) and

Carlson et al. (2018) stated that the exactness, comprehensiveness, and appropriateness of social media brand-associated information are perceived as content quality on social media. Mobile devices, user-friendly apps, low-priced Internet, and other electronic gadgets available and affordable prices with user-friendly features increase dependency on these which alters the communication scenario.

Interestingly, the nature of the shopping of millennials is termed as 'refined' and 'digitally driven' by DeVaney (2015). However, millennials readily accept new diversification in technology and are highly impacted by social media advertising content while developing purchase decisions according to Agora and Agarwal (2019). They hold the highest purchasing power rather than other generation and purchase majorly online because of the availability of internet-enabled tools and SNSs acceptance (Trivedi and Sama, 2020; Kalu, 2019; Ladhari, Gonthier, and Lajante, 2019). The millennial's predisposition to purchase intention online is fostered by instant access to publicly accepted information reviewed by peers on social media (Ladhari, Gonthier, and Lajante, 2019). Parallel to this, while purchasing anything they positively evaluate those brands, which synchronize their personality, and lifestyle along with peer acceptance (Moreno et al., 2017). Purchase intention on social media depends on social media existence, types and style of content, frequency of posting, featuring sales, discounts, promotions, promo codes or offers, and recommendation sources (Danieli, 2016). Nevertheless, Tugney (2015) believe that millennials are hooked up to social media for informative, entertaining content and due to the ease of online shopping on this media they are influenced by branded content shaping the purchase intention process. Consequently, the findings of Arora and Agarwal (2020) is indicating that, the role of informativeness, entertainment, credibility, incentives, pre-purchase search motivation, and social escapism motivation of an SNS, influence millennial social media purchase intention. Additionally, Idris et al (2020) explored that, millennials generate an intention to purchase if the social media advertising is cognitively satisfactory by advertising value and emotionally provoking with creative visualization than common-imitative ideas as entertainment. Accordingly, if the consumer develops a positive attitude by his/her internal beliefs and values toward Facebook advertised brands significant influence can be generated toward the purchase intention of brands (McClure and Seock, 2019; Ghosh, 2019; Duffet, 2015). The usage of social media has become so common in terms of a few age groups that, millennials are heavily dependent on friends' and acquaintances' recommendations on social media for making any purchase decisions (Lou and

Yuan, 2019; Wahanne, 2019). Compared to other generations, millennials are considered to be more independent, and ambitious, seeking to evaluate alternatives, and quest for credible online reviews while intending to purchase (Ladhari, Gonthier, and Lajante, 2019; Kim, 2019; Burger, 2014). Furthermore, Wahane (2019) and DeVaney (2015) stated that peer influence on social media has an extrinsic effect on their purchase willingness in the possible future. As well, the personalized information sourced from friends on Facebook as a recommendation regarding brands increases millennials' purchase intention (Harwanto, Nuari, and Christian, 2020; Sethi, Kaur, and Wadera, 2018). Adding to this, by eliminating risk-associated behavior, millennials prefer a transparent relationship continuingly of the perceived value of the following brands on social media as in real-life (Lilja, 2019). This self-expressive generation emphasizes more on technological adoption and connection with friends and peers (Duffet, 2014), rather than, direct marketing stimuli (Wahane, 2019; Burger, 2014). Remarkably, special sales promotions or offers, or discounts increase the purchase intention among participants (Danieli, 2016). Adding to this, millennials are fond of online shopping, encouraged to write positive opinions on social media, but negative reviews affect more to avoid the products and share more (Sethi, Kaur, and Wadera, 2018; Burger, 2014). Millennials carefully spend their money on purchasing anything, moreover; comments, likes, and shares existing on the Facebook ad dominate their inclination to purchasing (Jambulingam et al., 2019).

Millennials are characterized by self-sufficiency and spending power loyal to brands welcoming innovations through social influence (Ladhari, Gonthier, and Lajante, 2019). In addition, millennials are more outgoing as they are inter-connected and strongly impacted by peers and the community (Kalu, 2019). Likewise, Turner (2013) also stated that cohorts or groups do not always react similarly although it could be guessed that similar age groups can behave. Specifically, the fashion industry diversified in clothing, cosmetics, perfumes, shoes, fashion accessories, watches, handbags, etc., having a market value of over US\$3 trillion with a 2 percent annual growth rate (Nosita and Letsari, 2020; Cho and Son, 2019). Associating to this, the millennial generation perceived by previous researchers as brand-conscious favor luxury brands Pasricha, Jain, and Singh (2020), Ladhari, Gonthier, and Lajante (2019), Bento, et. al (2018) and Sethi, et. al. (2018). Furthermore, fashion apparel companies use SNS to target millennials' purchase intentions by recognizing the increasing tendency of searching for brand-related information and its usefulness revealed by Ladhari, Gonthier, and Lajante (2019), Wahane (2019), Bento, et. al (2018) and Sethi,

et. al. (2018). Importantly, Burnasheva, GuSuh, and Villalobos-Moron (2019) stated that millennials' purchasing power interacted with the social media upsurge and shifted attitudinal focus on luxury fashion brands' purchase intentions. Moreover, Helal, Ozuem, and Lancaster (2018) believed that fashion brands extend individual personality targeting millennial SNS users, which is influenced by internal beliefs, opinions, and external attitudes of peer perception.

2.5.7 Facebook Advertising through Facebook Brand pages (FBPs) Influencing Millennial Consumer's Online Engagement:

Facebook pages are introduced in November 2007 to allow companies to maintain their profiles, and promotional content and to push consumers for further purchases (Lee, Hosanagar, and Nair, 2018). Moreover, Belanche, Cenjor, and Pérez-Rueda (2019) termed social media as the most interactive channel with all the engaging features of users' ease of control. As per Sanne and Wiese (2018), brand consciousness and targeted marketing on SNSs which is applying internet commerce are defined as social media marketing. Accordingly, Duffett (2015) and Kabadayi and Price (2014) defined social media marketing as commonly accepted by marketers around the world for initiating purchase interest. Facebook is perceived by marketers as the best advertising platform on social media (Bannister, Kiefer, and Nellums 2013; Curran et al. 2011).

Lilja (2019, p.8) stated, "Social media has enabled the millennial to discover new brands which have encouraged them to connect with the brands in social matters that take place online." Additionally, Duffet (2020) investigated the effect of YouTube as an online video digital channel on the South African Generation Z's (who were born in the late 90s) cognitive, affective, and behavioral attitudes. Furthermore, Florenthal (2019) postulated that initially, the SNSs aim was to encourage feelings of belongingness, and in recent years along with socialization, how to engage brands towards the millennial generation is at its peak. The trend is that what information to accept and believe, share and appreciate in individuals' life; is now hugely influenced by social media content (Belanche, Cenjor, and Pérez-Rueda, 2019). Social media platform, especially Facebook is growing tremendously for the advertising demand of marketers stimulating the cognition, discretion, and action of young consumers (Baglione, Amin, and McCullough, 2018).

Facebook Advertising through Facebook Brand pages (FBPs) influences consumer engagement in which millennials are the most prominent generation. Adding to this, Moreno et al. (2017) argued

that Facebook is the most preferred SNSs among brand owners because of its usefulness, updated content, and features initiating brand loyalty. Generally, Facebook categorizes five types of messages to post the message on the brand page: photos, videos, status, app, and links (Lee, Hosanagar, and Nair, 2018). Similarly, Oviedo-García et al. (2014) stated that users on Facebook recognize a brand through the interactive-conversation style. However, earlier scholars have also proved that there are several background factors to dominate millennials' behavioral intention toward Facebook advertising. For example, according to Jambulingam et al. (2019) and Sanne and Wiese (2018), Facebook advertising drives consumers' engagement through certain behavioral indexes exposed by liking, commenting, sharing, and uploading posts. From August 2006 Facebook allowed advertising containing audio-visual elements and the 'sponsored ads' are the new dimension in this which retarget a visitor turning them into an admirer or client by specifying demographics, budget, and time (Julianto, 2017). The time users spent, their pattern of usage and individual users' profile updates with demographic orientation induce how the perception will be developed towards Facebook Advertising (Duffet, 2014). Particularly, Jambulingam et al. (2019) narrated that through Facebook ads 94% of users get searching benefits, and 62% purchase, while 74% evaluate the reviews-recommendations of products. In line with this, such a pattern of interaction, gathering information and searching facilities evolve electronic word-of-mouth (e-WOM) of product knowledge (Moreno et al., 2017; Duffet, 2015; Balakrishnan, Dahnil, and Wong, 2014). Facebook as an SNS improves the way of expression through updating status, uploading photos and videos, and going live or watching parties with limitless connectivity (Akdevelioglu and Kara, 2020). The latest insights of targeted advertising, reach click-through rates, impressions, and several views monitored by marketers unfailingly capture consumers' involvement (Sanne and Wiese, 2018). Consequently, examining Indonesian millennials' purchaseintention with Facebook's retargeting strategy, Pinasang, Tulung, and Saerang (2020, p. 2107) said“Retargeting is a digital marketing strategy that can be used to reach out to interested consumers who browsed a website but left before making a purchase. Facebook advertising performs as an interactive, informative communication tool to reach the target audience cost-effectively, offering‘smart advertising’ to conventional media (Julianto, 2017).

Especially, effective promotional content on Facebook has become the foundation of sustainable consumer engagement (Erdem, Durmuş, and Özdemir, 2017; Islam and Rahman; 2016; Brodie et al. 2011; Hennig-Thurau et al. 2010). These activities increase brand post reach containing

advertisement value through Facebook's news feed algorithm to targeted consumers (Jayasingh, 2019; Cvijikj and Michahelles, 2013). These strategies welcome new traffic to the brand page and the page admin induces fans to participate in the content through a conversation that stimulates engagement (Kitchen, 2013), almost all existing brands in the world maintain FBPs (Rajapaksha and Dk, 2019). Dessart, Veloutsou, and Morgan-Thomas (2016) narrated that Facebook's consumer engagement level is easily recognized by marketers analyzing newsfeed content metrics and analytics data. In particular, several views, likes, shares, and comments are the behavioral responses on social media generated by the users which are specified as engagement metrics inducing the consumer's online engagement by the previous authors (Lou, Tan, and Chen, 2019; Perreault and Mosconi, 2018; Erkan and Evans, 2012; Gummerus et al., 2012). For instance, Sabate et al. (2014) proclaimed that the number of likes and comments on each brand post determines its popularity on Facebook. This indicates the 'likes' generated from each user's accounts the algorithm finds the profile type by 'hashtags' and biography (Lilja, 2019), family members mentioned in the profile, and posts nature to be more specifically gathered into the newsfeed. In line with this, impression numbers on Facebook indicate the number of times any posts on a page are displayed on any user's home page whether the ad is clicked or not (Oviedo-García et al., 2014). Along with these, Lilja (2019) counted engagement metrics with the interaction of the post which is measured by impressions, reaches, and profile visits. Moreover, the offers, discounts, sales, and asking consumers to give the best idea about product awareness can excite more engagement levels among the millennials (Jayasingh, 2019). The targeting techniques on Facebook advertisements including promising advertising value and entertainment components increase the consumer's positive evaluation of the brand content (Ferreira and Barbosa, 2017). Moreover, the popularity of Facebook brand posts depends on reach, which is a tool applied to the news feed algorithm for promotional means (Ferreira and Barbosa, 2017). However, the clearer the captions, and varied contents, in communicating a simple message for a better understanding of the target audience; the more engagement and interaction are derived (Lilja, 2019). **Table 3 in Appendix B**, presented the applied measures of consumer online engagement under the Facebook perspective recommended by Sabate et al. (2014).

Besides, likes, comments, and sharing, the millennials' online engagement behavior can be influenced by several features of SNSs, e.g. stories, hashtags, tags, mentions, click-through rates (CTR), etc. The literature indicates that regarding Facebook, these issues have been examined

superfluously. Such as; Lilja (2019) also reminded us that Facebook and Instagram are like social media networks marketing success relies on interactive images, and videos featuring products and services innovatively rather than imitating competitors. Moreover, Tsai and Men (2017) also examined the videos, images, product reviews, and recommendations, blogs as brand content enhancing mutual involvement by expression through comments, likes, reactions, shares, and clicking on the content. Rather than their older generation, millennials are tended to receive several 'likes' on their SNSs posts (Florenthal, 2019). Lilja (2019) counted the engagement by likes, comments, shares, and website clicks, and the interaction with the posts is measured by impressions, reach and profile visits on the Facebook brand posts on the pages. Furthermore, Hashtags on the photo help to find the user and Facebook stories to share eye-catching information(Lilja, 2019; Shao and Kwan, 2018). Lilja (2019) suggested that by utilizing hashtags in the posts the consumers especially, the millennial's attention level hits by a few words of inspiration and fun. Furthermore, stories on social media stay online for twenty-four hours consisting of user-generated images, memories, short videos, and live videos; with animated effects, stories individually appear on the whole screen by clicking on them for 15 seconds then another story appears (Belanche, Cenjor, and Pérez-Rueda, 2019). And, story content was found to be most exciting for engagement and interaction (Lilja, 2019). When advertisements are represented in stories, the design-graphics-animations are all same with the top left labeled "advertising". However, the clearer the captions, varied contents, and communication of a simple message for a better understanding of the target audience; the more engagement and interaction are derived (Youn and Shin, 2019; Lilja, 2019). Millennials search for content on Facebook and Instagram by specific hashtags and brand pages directly (Lilja, 2019). Also, the content found on the news feed and clicking on the content appeal to millennial users' engagement (Youn and Shin, 2019; Lilja, 2019). The most well-matched brand pages or pages that users visited previously are presented in the news feed of the users creating engagement; additionally; purchase intention is stronger if the peer's or influencers' recommendations or likes or comments are associated with it (Lilja, 2019). Accordingly, the click-through rates (CTR) and the number of views of the brand page are the measures of online engagement actions (Lee, Hosanagar, and Nair, 2018; Cvijikj and Michahelles, 2013). Additionally, responding to each of the followers' comments is helping to grow the influencer-followers interaction and millennial consumers' engaged involvement in each post, resulting in Argyris et al. (2020).

Social media content consumption is classified as watching brand-associated videos, and images and noticing comments (Muntinga et al, 2011; cited in Azar et al. 2016). The previous scholars moreover found a positive relationship exists between the user's time spent and behavioral change on Facebook, such as; El-Naga, Salam and Yahya (2022), Lilja (2019); Dabbous and Barakat (2019), McClure and Seock (2019), and Cabiles, 2018, Tsai and Men (2017) Azar et al. (2016), André (2015), Sabate et al. (2014), Yang (2012) and Muntinga et al, (2011). A positive relationship exists between the amount of time spent by users on Facebook and the brand-community relationship with clicking on Facebook ads Cabiles (2018). For instance, McClure and Seock (2019), Tsai and Men (2017) and Yang (2012) argued that users spend their time majorly on social media if they are satisfied with the quality content with usefulness and entertaining values. Furthermore, higher online engagement leads consumers to spend more time on brand content or stimuli increasing purchase willingness towards the brands and kinship among other users (Dabbous and Barakat, 2019). Importantly, the peak of user engagement by 'liking' and 'commenting' is high from 10 am to 4 pm and brand posts will be on the user's top of the news feed if these are uploaded in the early morning and late night at (Sabate et al., 2014). Additionally, hashtags on the photo help find the user to get similar posts and Facebook stories to share eye-catching information (Lilja, 2019). Likewise, André (2015) and Sabate et al. (2014) found that Facebook brand pages (FBPs) are performing the best convenience in capturing higher engagement if the posts contain short characters or captions. El-Naga, Salam and Yahya (2022) have suggested to monitor and find out the underlying reasons the visitors on SNSs are transformed to buyers specially their engagement criteria. Indeed, the most enthusiastic Facebook users of brand pages are the brand reliance spending more than 1 hour per day showing their gratitude to the brand posts by liking, commenting, and sharing explored by Azar et al. (2016). Surprisingly, the users aging more show a negative correlation with time spent on Facebook, and users aged 15 to 24 are the most active users explored by André (2015). Sabate et al. (2014) explored that, liking is much easier for users than commenting on posts as it involves emotions and understanding. But it is also revealed that meaningful request to users' act triggers their comments and increases workable engagement in videos and images (Sabate et al., 2014). Additionally, the Facebook algorithm prepares Facebook ads to be more relevant to interested users (Lilja, 2019). Consenting to the findings of Nash (2018), Lilja (2019) explained that social media tactics highly influence the fashion accessories of different items accepting new marketing techniques for millennials.

These are effective because, millennials search content on Facebook and other SNSs by specific hashtags and brand pages directly (Lilja, 2019). However, André (2015) revealed that Facebook users in Portugal do not spend much time but around 78% of users follow at least one brand. Moreover, segmenting the three types of Facebook users regarding the time spent by Azaret al. (2016) has revealed that, brand profiteers are the most active users spending between half an hour and 2 hours per day using brand pages to search for information on who is majorly influenced by the entertaining brand posts with discounts, special offers or any announcements. Adding to this, users who spend more than 2 hours on Facebook, are influenced by social pressure, and value brand content is termed brand companions by Azar et al. (2016), who are co-creating content and feel pleased to be recognized (Azar et al., 2016). Accordingly, content sharing success on Facebook efficiently manages marketing campaigns ensuring maximum reach which covers awareness rather than any other marketing tools (Lilja, 2019).

On Facebook consumers often discuss various topics and marketers can analyze those contents with the latest tools available on Facebook business to utilize the in-coded information (Knoll, 2015). However, Knoll (2015) warned about the irrelevant conversation available on Facebook which may confuse marketers. Also, many users hide information or apply 'privacy settings' on Facebook thus targeted advertising on Facebook is not always preferable. Furthermore, Cvijikj and Michahelles (2013) found that on Facebook individual user's home page is saturated with multiple sources' contents, thus the brand post may be 'lost in the pile'. Therefore, Cvijikj and Michahelles (2013) advised that page owners must carefully take into account post-scheduling. As per the findings of previous researchers, marketers are employing social media advertising metrics and return on investments (ROI) tools to maximize the number of 'likes' 'click-throughs' and 'shares' with aim of increasing target consumers' purchase intention (Mukherjee and Banerjee, 2017). Accordingly, social media metrics used to measure engagement getting popular increasingly, which accumulates the content strategy and procedure (Perreault and Mosconi, 2018; Maiz et al., 2016; Kabadayi and Price, 2014; Sabate et al., 2014; Hollebeek, Glynn and Brodie, 2014). Lilja (2019) and Perreault and Mosconi (2018) defined that social media analytics are successfully capturing millennial audience engagement and purchase intention. In **Table 4 in Appendix B** the social media metrics regarding Facebook are presented which are adopted from Lilja (2019); Perreault and Mosconi (2018) in measuring consumer online engagement.

However, the adoption of social media analytics is not always beneficial to advertisers in SNSs.

Moreover, McLachlan (2021) argued with the support of the latest Facebook data that, from 2021, Facebook officially discontinued its analytics tools and initiated a few other important tools to improvise engagement. Adding to this statement, a study conducted by Cvijikj and Michahelles (2013) revealed that click-through-rate drops after the weekend, and advertisers must post on their pages when their potential consumers are active for active engagement. Connected to this, Belanche, Cenjor, and Pérez-Rueda (2019) also stated that marketers are motivated to utilize online interactive social media for multilateral, faster, and specific reach to serve their content. Facebook has removed the 'like' button from its page settings and to get notifications on the page the user has to click the 'follow' button on the left side of the Facebook brand page (The Daily Prothom Alo, 2021). It is done due to the improvisation of conversations, communication, and more real interaction of the page owner with the fans and followers, as per Facebook (The Daily Prothom Alo, 2021). Indeed, status or text-based posts resulted in the lowest level of sharing by followers on the brand page (Toor, Husnain, and Husnain, 2017; Cvijikj and Michahelles, 2013). While commenting on the posts is not influenced by the posting time on the brand page (Cvijikj and Michahelles, 2013). However, in the peak time of users' activeness on Facebook interaction with friends is in priority which is impacting brand post engagement negatively (Lee, Hosanagar, and Nair, 2018; Cvijikj and Michahelles, 2013). Furthermore, Cvijikj and Michahelles (2013) recommended uploading or creating the posts as videos and images rather than posting links and the text-based status during off-peak hours for increasing users' engagement.

Surprisingly, Voorveld et. al. (2018) found that users of Facebook and Twitter are not appreciating these platforms as advertising. Furthermore, any ad content on a user's news feed or watching videos creates a disturbance to some users by annoyance, on the other hand, the ad might enrich the maximum metrics of views (Voorveld et. al., 2018). This causes a serious trade-off to activate some consumers' engagement while losing some consumers' interest (Voorveld et. al., 2018). Social networking sites (SNSs) are exhilarating consumers' sharing attitude through interactive conversation leading mutual relationship. However, Sabate et al. (2014) asserted that links attached to brand posts reduce the enthusiasm to comment, and videos on the other hand; generate more likes compared to the images on Facebook. However, Ferreira and Barbosa (2017) revealed that Facebook advertising effectiveness not only depends on consumers' demographic characteristics. Also, Mayrhofer et al. (2020) stated that Facebook ads payment disclosure is not identified clearly by consumers in the contents, thus users' cognitive and affective persuasive information processing is

negatively affected. It is also revealed by Mayrhofer et al. (2020) that, highly attentive Facebook users recognize paid advertisements whether the disclosure is given or not but paid ads do not generate expected results alike brand page posts and UGCs. However, it is not always true that all messages from brand pages induce consumer engagement initiating purchase inclination where ROI is absent and consumers feel disturbed (DeMers, 2018). Connected to this, Wen (2019) and Jung et al. (2016) stated social media ads are not suitable for all industries except for the nature of product representation and message delivery suitability.

To solve the difficulty of social media analytics, Facebook has employed a Facebook business suite in which all facilities of engagement metrics, visual insights of likes and comments, potential consumer demography, effective Facebook reach of the brand page, or personal account can be located (McLachlan, 2021). As, social media analytics is not effective on Facebook since 2021, therefore marketers have to adopt new applications for Facebook advertising to connect with their targets. Adding to this, Facebook creator studio is the latest tool where brand owners can track their followers' activities, video views, and reach, and applying influencer marketing is very useful. Further, Facebook insights and Facebook live analytics are beneficial tools for marketers in compiling the number of likes, comments, and shares to understand the level of consumer engagement (Facebook/business.com, 2022).

2.5.3.1. Facebook Advertising through Facebook Brand pages (FBPs)

Influencing Consumer's Purchase Intentions:

Social media platforms are critically integrated into marketers' marketing mix policy for capturing engagement and direct interaction for digital marketing; Facebook is majorly utilized for luxury fashion and apparel brands in the USA (Bounkhong, 2017; Kim and Ko, 2012). Regardless of geography and time restraints, social media brand pages convey product-related information (Erdem, Durmuş, and Özdemir, 2017). Facebook, Instagram, Twitter, and YouTube are the leading social networking sites argued by renowned academics (Bounkhong, 2017; Godey et al., 2016; Kim and Ko, 2012). Among several social networking sites (SNSs), Facebook is the most popular site for stimulating consumers' online engagement with brands (Dessart, Veloutsou, and Morgan-Thomas, 2016; Duffet, 2015). The popularity of social media is shifting the advertisement strategy engaging users by brand pages, where Facebook has 2.5 billion accounts (Kountouridou and Ioannou, 2018). In the USA, Facebook is the most popular site having more than 200 million users

spending 70% of their time daily on Facebook (Bounkhong, 2017). Connected to this, Islam and Rahman (2016) stated that most global brands maintain their strong presence as a brand community on Facebook, after perceiving its popularity. Adding to this, Sabate et al. (2014) defined that the popularity of the Facebook brand content (texts, images, and videos) accelerates the production of comments, likes, shares, views, and recommendations from social media users. Facebook is one of the dominant SNSs which has modified the content sharing system, and; the acceptability of the organization and brands depends on the amount of 'likes', 'followers', and 'comments' generated over social media (Oviedo-García et al., 2014). Supporting this, Facebook is the most attractive platform for gaining online consumer engagement and contained the highest number of users (Gummerus et al., 2012). Voorveld et al. (2018) researched several social media and found Facebook, which is generating the most positive experience by enhancing the sense of belongingness, as an interactive platform with useful updated information.

Facebook brand page is the stimuli through which companies maintain an interactive online brand community where users directly associate with the company owners exchanging ideas and preferences (Han, 2015). Therefore, for Facebook advertising; Facebook brand pages are excellently exploited as a promotional tool for information sharing, entertaining fans of the page by uploading contemporary interesting content and gathering likes, comments, and shares. To fulfill a specific purpose of information and pattern of existence serving individuals, businesses, and organizations, Facebook brand pages (FBPs) are created (Idris et al., 2020; Rajapaksha and Dk, 2019) for facilitating communication purposes (Danieli, 2016; Kabadayi and Price, 2014). This is further directed to the findings of Sanne and Wiese (2018) and Bannister, Kiefer, and Nellums (2013), indicating the direct interaction amongst users from marketers easily carried by Facebook brand pages. Adding to this, Duffet (2015) postulated that, brand pages on Facebook are a type of paid media in which WOM largely dominates consumers' sentiment and behavioral predictor (Baglione, Amin, and McCullough, 2018). The Daily Prothom Alo (2021) stated on the Facebook page that, in 2021 the follower number will be only visible on the pages as well as the posts, and the posts from these pages will also be evident in the follower's news feed. Moreover, using the Internet Facebook brand contents welcome users to connect diversely, and millennials are accustomed to using Facebook for any kind of information and communication needs (Jambulingam et al., 2019; Duffet, 2015). Meanwhile, the organic brand interaction on Facebook is organic or free is determined by the target users liking or following, or sharing brand page posts (Sanne and Wiese, 2018; Bannister, Kiefer and Nellums 2013; Curran et al. 2011). Parallel to this,

Facebook brand pages actively inform users or followers, or the community of relevant content which deepen mutually engaging relationships (Florenthal, 2019; Halaszovich and Nel, 2017; Dessart et al., 2016). On the other hand, boosting posts or sponsored posts are pay-per-click advertisements, click-to-site advertisements, carousel advertisements, social plugins, and sponsored stories are types of paid advertising (Sanne and Wiese, 2018; Curran et al. 2011). Specifying demographic information in business-to-customer marketing is targeted advertising (Sanne and Wiese, 2018; Curran et al. 2011) allowing marketers to get deep insights into audience involvement and brand page performance. Co-creating content by own opinions and skills to brand interaction beyond communication with brands added an extra dimension to Facebook advertising perceived by Sanne and Wiese (2018). Therefore, customized participation enables consumers to voluntarily engage with Facebook commercial content or avoid the stimuli (Sanne and Wiese, 2018; Moreno et al., 2017). The stronger the interactive relationship with company-oriented content, the more trust, and positive behavioral outlook is generated through a Facebook ad (Ho, 2014). Connected to this, Han (2015) stated by through the Facebook brand pages (FBPs) companies develop a deep relationship with the consumer brand community and deliver perceived value, quality information, enjoyment, and interactivity of the brands where the consumers in return participate in e-WOM. Likewise, the more positive attitude, and experience with brands on Facebook, the additional positive comment shared about product consumption or experience, the more recommendation is resulted (Baglione, Amin, and McCullough, 2018).

However, Phuong and Vinh (2017) described that the Facebook brand page is functionally similar to a user's profile page representing brand objects with images, videos, event openings, and texts as content through posts. Moreover, creating an informative and target-oriented Facebook brand page flourishing in deep connection with fans and users and successfully promoting products could be one of the ways of social media marketing to Wen (2019). Likewise, Wiese, Martínez-Climent, and Botella-Carrubic (2020) and Sabate et al. (2014) narrated that Facebook connects the brand through numerous features through brand pages with multiple online communities. Also, alternative evaluation by comparing best deals of cost-benefit analysis, comments, and personal chat exchange can be easily moderated within the Facebook pages of products and companies (Kountouridou and Ioannou, 2018).

Thus, to generate maximum awareness and positive response marketers have to serve ads on Facebook containing informative messages with perceived benefits in an entertaining way (Lee and Hong, 2016). Adding to the above discussion on the purchase intention concept, Florenthal (2019) has differentiated the communication of brands to customers from two aspects: brand pages on SNSs are responsible to communicate with consumers, and brand communities are the consumer-generated platforms in which social media influencers are showcasing sponsored/paid reviews of products. Between these two extents, brand pages, and brand community, on SNS brand pages earned popularity in stimulating consumer engagement affirmed by Florenthal (2019) and Halaszovich and Nel (2017). On the other hand, Florenthal (2019) stated that brand pages on social media are the profile page of brands or organizations formed by the company, to disseminate product and service content through photos, videos, and status (de Vries et al., 2012). Accordingly, a useful and active fan page is containing every detail of target-centric images, videos, regular updates, and quick replies to users' comments by applying the Facebook algorithm retargeting, and conversion pixels (Danieli, 2016). On these brand pages, by clicking 'like' and 'follow' consumers are getting all the notifications or updates about new products, uploaded ads, events, and announcements of discounts by becoming a member of the page. However, Florenthal (2019) and Dessert et al. (2016) also stated that in the brand community consumers are more attached to the brand as 'enthusiasts' by sharing self-generated brand content (user-generated content).

Previous academics have stated that millennials rather than other generations remarkably share eWOM on FBPs (Bento, Martinez, and Martinez, 2018; Erdem, Durmuş, and Özdemir, 2017; Han, 2015; André, 2015). Indeed, the brand pages on Facebook become an essential tool in building an interactive brand community cost-effectively revealed by Rajapaksha and Dk, 2019). Supporting Fishbein and Ajzen's (1975) definition of attitude, the consumers feel engaged with the brands on social media by attaching their inner beliefs, perceptions, values, and needs to the stimulus characteristics and situation (McClure and Seock, 2019). In addition, Ruiz-Mafe, Marti-Parreno, and Sanz-Blas (2013) stated that the positive or negative feelings about the behavior in question reflect an individual's attitude, in the Facebook context such belief is associated with consumers' readiness to utilize the brand pages. However, if the brand pages on the news feed are well-matched on Facebook having a previous positive experience, as per Lilja (2019) the users may have engaged with that FBP. These engaged consumers are effectively targeted by the marketers on Facebook

by employing these brand pages as the means of marketing channel (Rajapaksha and Dk, 2019; Dabbous and Barakat, 2019).

How Facebook brand pages (FBPs) are influencing consumers' purchase intention behavior, has been examined widely by several researchers. Such as, Jambulingam et al. (2019) stated that most Facebook users head toward purchase intention by reading comments and observing the 'likes' of peers on advertisements. In line with this interaction, reading comments and liking behavior on brand posts of FBPs sourced from 'friends', individual users' purchase intention is developed (Jayasingh, 2019; Oviedo-García et al., 2014). Moreover, content marketing resulted in a more effective impact on purchase intention in terms of millennial consumers (Hoang et al., 2021). The 'likes' on Facebook brand pages are an indication that consumers are emotional about those pages and 'clicking' on the ads leads the user to the intention to purchase (Lee and Hong, 2016). Besides, FBPs affect users' cognitive, affective and behavioral fluctuations in purchase behavioral intentions (Ruiz-Mafe, Marti-Parreno, and Sanz-Blas, 2013). (Chen, 2017; Hollebeek et al., 2014; Brodie et al., 2013). On contrary, Sanne and Wiese (2018) investigated these issues of online engagement regarding the consumer's intention to purchase on Facebook and Perreault and Mosconi (2018), Kountouridou and Ioannou (2018), Gummerus et al (2012) disclosed these as the brand connection increasing the behavioral intentions beyond conventional loyalty measures.

Adding to the above discussion, mainstream researchers have adopted Fishbein and Ajzen's (1975) Theory of Reasoned Action (TRA) in postulating consumer behavior. Incidentally, attitudes and subjective norms, specifically peers encourage millennial consumers' purchase intention strongly (Muk and Chung, 2014). Also, acquaintances' likes on Facebook ads drive an individual's positive perceptions directing willingness to like the displayed products resulting in an intention to purchase (Lee and Hong, 2016). In line with this, Cho and Son (2019) and Bianchi and Andrews (2018) moreover resulted in identical results in which subjective norm is the strongest predictor of consumers' purchase intention. Moreover, the liking, commenting, and sharing behavior of consumers is considered engagement, which influences critically the consumer's intention-to-purchase behavior (Dabbous and Barakat, 2019). The likes generated by the friends of the user causing them to click on the ads which is a useful marketing strategy among marketers for persuasion, which is relevant to the concept of Fishbein and Ajzen's (1975) subjective norm (Lee and Hong, 2016). About this, the likes, comments, and shares of the users on the brand posts are

visible to the other 'friends' home pages which is a means of word-of-mouth affirmed by Cvijikj and Michahelles (2013). For instance, it is also true that if any Facebook ad already amounted to a notable number of likes on a user's news feed the user faces significant social pressure to become part of that collective group (Lee and Hong, 2016). Therefore, the likes on Facebook ads also demonstrate how individual users perceive others' opinions as 'normative belief or subjective norm' and show a positive attitude drive to purchase intention (Lee and Hong, 2016; Fishbein and Ajzen, 1975). In this way, the Facebook ads 'likes' prominently tempt individuals' attitudinal values and social connectivity leading to purchase inclination (Lee and Hong, 2016). The direct- commercial ads on Facebook are not supported by users rather, social pressure induces their intention to like the ad (Lee and Hong, 2016).

On the other hand, TRA has also been applied to consumers' information-sharing attitudes (Riaz and Sherani, 2021). Incorporating TAM and TRA, Fard and Marvi (2019) exposed that, user-friendly features and facilitating settings as the perceived usefulness of SNS advertising stimulate consumers' attitudes as the mediating variable to intention-to-purchase. Furthermore, Anderson et al. (2014) found that Facebook advertising's utilitarian and hedonic shopping motivations influence consumers' loyalty, which further stimulates purchase intention behavior. However, among the attributes of Facebook advertising, Parallel to this, Lee and Hong (2016) found that a Facebook ad's purchase intention generates a positive attitude and social influence; if the content is perceived with utilitarian value, finest benefits, and purposeful information. Same time, the user expects Facebook ads that are unique from others and ingeniously able to persuade purchase intention (Fard and Marvi, 2019; Lee and Hong, 2016). Arora and Agarwal (2020) revealed that entertaining advertisements hold millennial consumers' interest with the existence of monetary rewards and discounts on the advertised products. Likewise, influenced by the mediating effect of attitude, Facebook advertising impact consumers' purchase intention significantly including WOM intentions. A similar result is exposed by Ji, Mieiuro, and Huang (2021), Yang et al. (2014), and Zhang and Mao (2016) revealed this regarding ad click behavior. Accordingly, Lee and Hong (2016) also noted that the tapping of the like button shows the user has cognitively understood the meaning of the content and expresses a state of responsiveness at that moment. On the contrary, developing countries eWOM perspective of Facebook ad's entertainment value did not result in positive results to purchase intentions (Chetiouia, Butt, and Lebdaoui, 2021), and, Lee and Hong

(2016) established empirically that the informativeness value of advertising motivates Facebook users purchase intention level.

Along with the discussions in the above sections, the continuous up-gradation of Facebook features must have to be consistent with the posts of advertisers on the brand pages, which needs further research. Customer empowerment allows the users to express self-sentiment, sometimes the negative WOM generated through dissatisfied users' comments ruins the brand's reputation (Sanne and Wiese, 2018). So, marketers must monitor each engagement carefully as the communication is direct on Facebook (Banniester, Keifer, and Nellums, 2013). Thus, based on these discussions more inquiry is needed which is also prescribed by Odoom et al. (2017), especially on Facebook advertising's impact on consumers' behavioral changes due to updates in advertising strategy. Consequently, this research postulates to identify the gaps in previous literature on the influence of Facebook ads on consumers' favorable attitudes toward product purchases.

The above-discussed literature review indicates that SNSs, specifically Facebook is widely applicable in the lucrative business domain motivating consumer behavioral stimulation. The present research has found several relevant studies which have implemented TRA, TPB, advertising value model, source credibility model, and PSI theory in social media influencer marketing, consumer engagement theories, and models, adopted to reinforce consumer behavior regarding social media networks. Consequently, this research proposes a conceptual framework for demonstrating these constructs' interrelationships. The review of the literature shows that the theories and models applied by previous researchers indicate flourishing acceptance of consumer behavior intentions and actions. Yet, the key findings of these theories and models in proposing a dense theoretical framework for Facebook advertising characteristics engaging consumers' online interaction towards purchase intention are majorly untapped.

2.6 Fashion Products, Event Management, and Photography Services Facebook Advertisings' Influence on Millennial consumers' purchase intentions:

At present, the users on social networking sites (SNSs) are accumulating 4.62 billion worldwide, of which 2.91 billion users are actively using Facebook (Datareportal.com, 2022). Among the 167 countries worldwide, Facebook users exist in 156 countries (Vincos.it.com, 2022). This gigantic

number of populations exists on Facebook and captures the growing number of advertisers' and marketers' attention in an unlimited number of product categories. Social networking sites (SNSs) are formed by lists of connections with the systemic transfer of information of public profiles (Dewing, 2010), and many brand pages are taking the advantage of community connections in SNSs. There were around 60 million active Facebook brand pages in 2019 (Smith, 2019), and currently, this number could be doubled. Furthermore, Facebook brand pages (FBPs) globally are operating mainly to connect with their potential consumer reach, moreover, through these pages, consumers are easily choosing their desired products and brand of services (McClure and Seock, 2020; Youn and Shin, 2019). Additionally, Reiter, McHaney, and Connell (2017) accepted that popular social media network applications modified the interconnection among people in the personal to business domains majorly in awareness of product information, ease of searching, and communication. In maintaining Facebook advertisements, fashion, clothing, apparel, tourism, food, lifestyle, and beauty products are targeting millennial consumers' interests (Chopra, Avhad, and Jaju, 2020; Jin, Ryu, and Muqaddam, 2021; Lin et al., 2021; Sokolova and Perez, 2021; Jin, Ryu, and Muqaddam, 2021; Pinda et al., 2021; Wiedmann and Mettenheim, 2020; Kay, Mulcahyand, Parkinson, 2020; Berne-Manero and Marzo-Navarro, 2020; Ki et al., 2020; Yilmaz, Sezerel, and Uzuner, 2020; Dhanesh and Dutchler, 2019; Boerman and Willemsen, 2017). In line with this, Lilja (2019) observed that the fashion industry is growing with a yearly rate of 47% of consumers' purchases, which are currently augmented by social media promotional tools. Along with these categories, event management and photography services are getting popularity on Facebook in achieving millennial consumers' interests (Uddin, 2018; Rahman, 2016; Hoq, 2015). It is because these categories are monitoring trends regularly and apply those in these sectors to offer a new solution to the problems of the millennials. Millennial consumers' engagement, behavior, values, attitudes, and choices regarding fashion products based on gender must have to be explored according to Lilja (2019), as this cohort is mainly fashion-savvy. Adding to this, Anderson et al (2014) narrated that, millennial social media users willingly participate in those messages which are specially designed as short, constructive, and customized. Also, millennials follow each social matter and update on social networking sites, such as; Facebook. Furthermore, fashion brand marketers coordinate messages uniquely by users' opinions on social media generating spontaneous mutual interchange with users (Helal, Ozuem, and Lancaster, 2018; Ngai et.al., 2015; Mayfield, 2008). The availability of social media tools, analytics, insights, and software enable the

fashion brand owner to apply aesthetic appeal and lucrativeness (Helal, Ozuem, and Lancaster, 2018). Moreover, Lilja (2019) termed millennials as a ‘new generation’ approaching unconventional shopping journeys with a changing behavioral pattern which is evident in the SNSs advertising context. Similarly, this is also true for the brand owners of event management and photography services.

Academically, former research has been conducted in fashion sectors regarding the millennial consumer’s behavioral perspective. However, in the domain of fashion products, a worthy number of academics have investigated social media influencers' capability to influence millennial consumers on SNSs. This is maybe the reason that, in the influencer marketing context on social media, eWOM is powerfully impacting consumers’ purchase intention about fashion brands (Chetioui, Benlafqih, and Lebdaoui, 2019). The new product formation along with the conception of design materials started with brands' individualism in fashion (Quelhas-Brito et al., 2020). In line with this, millennials are inclined to evaluate positively any stimuli on social media reviewed by peers and favorable influencers rather than ordinary TV-like ads on social media platforms (Lilja, 2019). Especially, in the fashion sector, consumers seek updates regarding fashion brands regularly (Nguyen, 2020; De Veirman, Cauberghe, and Hudders, 2017). Often, it can be presumed that ‘...influencers are the style director for millennials’ (Nguyen, 2020, p.40). It is stated by Myyrä (2020) that, before the availability of SNS they were used to be the gatekeepers in the fashion industry. The texture, image quality, design, fabric, and color are perceived as credible representations of fashion products (Thomas, Kavya, and Monica; 2018).

In purchasing fashion products, consumers tend to consider various sources of information, for instance, eWOM on social media (Quelhas-Brito et al., 2020; Evans et al., 2017; Jin, Muqaddam and, Ryu, 2019; Lou and Yuan, 2018). Additionally, e-WOM vigor is the individual’s willingness to engage more with the product or highly interact with favorable brand cues influences to adopt the technological acceptance to grab the product (Reiter, McHaney, and Connell, 2017). The most satisfied users on Facebook become ‘brand evangelists’ in producing and disseminating brand content to other users (Sabate et al., 2014). The fashion industry is diversified in clothing, cosmetics, perfumes, shoes, fashion accessories, watches, handbags, etc., having a market value of over US\$3 trillion with a 2 percent annual growth rate (Rajapaksha and DK, 2019). The fashion products are considered to be augmented products, presented by visual images and captivating

graphical style with promising captions, influencing customers to engage by liking, sharing, and commenting on further queries to stimulate intention-to-purchase (Thomas, Kavya, and Monica; 2018). As per, Burke (2017) the international fashion brands; Victoria's Secret, Nike, Chanel, Louis Vuitton, Prada, Dolce and Gabbana, Dior, Gucci, H&M, Express, and Fryes' social media reach, impression, and e-WOM doubled after activating SMIs. The parties involved especially in fashion marketing, now continuously monitor consumers' behavior (Reiter, McHaney, and Connell, 2017). This is further in line with the findings of Kim and Ko (2012) and Kaplan and Haenlein (2010) in reshaping convenient win-win strategies for consumer engagement and purchase intention in social media marketing. Likewise, Rajapaksha and Dk (2019) moreover stated that; the fashion industry exploits fully social networking advertising as the features and attributes of these platforms are suited flawlessly for fashion accessory brands. Moreover, Helal, Ozuem, and Lancaster (2018) believed that fashion brands extend individual personality which is influenced by internal beliefs, opinions, and external attitudes of peer perception., Garanti (2020) recently explored that the fashion industry is growing to meet demanding trends and competition. Additionally, Irshad and Ahmed (2019) found that for fashion brands social media advertising works best as it covers consumers' informativeness and desires for a positive attitude leading purchase intention. Adding to this evidence, coordinated arrangements with visual metaphors must have to be matched for fashion goods (Thomas, Kavya, and Monica; 2018). Therefore, synchronization among all the visual factors of the product is necessary for the audience's attention capturing.

Influencers in the fashion industry are a common topic among millennial social media users (Nguyen, 2020). This is further directed to the findings of Akdevelioglu and Kara (2020) that, rather than the collaboration of technological brands on influencer marketing, fashion and beauty brands impact ten times more followers. For instance, on SNSs, fashion experts recommend products to use in solving consumers' specific problems in several social hypes (Nguyen, 2020; Anongdeh and Barre, 2019; De Veirman, Cauberghe, and Hudders, 2017). According to Myyrä (2020), influencers in the fashion sector have the knowledge and experience regarding the latest trends and designs. This, Anderson et al (2014) examined Facebook brand pages' purchase intention from the apparel retailer's perspective. Based on the para-social relationship, SMFIs or social media fashion influencers are perceived by their followers as 'trusted friends' and exchange the conversation about fashion, new designs, and the suitability of the brands in their personal lives

(Quelhas-Brito et al., 2020). Supporting this, Wen (2019) argued that the fashion, beauty, fitness, luxury, and food industries recruit relevant influencers valuing their influencing opinions and associating their expertise with the products. Moreover, Wiedmann and Mettenheim (2020) researched luxury fashion brands. Additionally, Quelhas-Brito et al. (2020) claimed that SMFIs are diffusing fashion vibes easily as consumers want to be educated about a new idea of fashion from the source whom they adore and trust. Accordingly, Lou, Tan, and Chen (2019) examined fashion influencers' sponsorship disclosure posts on Instagram for consumer engagement. Burke (2017) researched fashion clothing and handbag SMIs revealing users' behavioral changes. Consequently, Quelhas-Brito et al. (2020) stated that SMFIs or social media fashion influencers cultivate the highest amounts of convictions and influence among their followers (Jin, Muqaddam, Ryu, 2019; Lou and Yuan, 2018). Also, Chopra, Avhad, and Jaju (2020) stipulated the SMI's photography expertise on social networking sites (SNSs)

Despite the preceding research having been focused on fashion sectors approaching millennial consumer behavior, the research in event management and photography services on SNSs advertising aspect is not so focused by the academics. However, there are several event management and photography enthusiasts who share ideas regularly about the potentiality of Facebook advertisements in this sector. For instance, Uddin (2018) stated that events are corresponding to a social gathering which is focused on an issue or incident organized among the invited people in the society. In classifying the events, among social events, corporate, entertainment, and educational events (Uddin, 2018), social events are gradually getting popular in terms of Facebook advertising. The person involved in managing an event is known as an event planner who is responsible for the idea generation to organize an event to the performance of the event management (Sutton, 2020; Uddin, 2018). On the other hand, photographers are professional persons skilled to capture photos and videos through portable digital devices and their services are referred to as photography services. As per the present researchers' observation, both of these two services are gaining popularity from a Facebook advertisement perspective. Adding to this, the photography services managing Facebook brand pages (FBPs) are advantageous for the highest amount of reach and consumer engagement because, of the proper utilization of targeting strategy (Garcia, 2020). Both of these services require more visual appeal and creativity, which is highly suitable for Facebook influencing tech-savvy millennials. Also, Jain (2021) and Pana (2021) found that event management and photography services promoted through the Facebook brand page

trigger users' visual senses further redirecting them to 'like' the post. To generate a more follower base, the page owner of these pages can upload category-centric photos which are known as a 'bundle' of different photos, as advised by Dufrene (2019). Accordingly, to increase the pages' reach, the page owners in organizing events, and photographers are uploading photos, and videos and announce interesting contests associated with national events or trends to encourage millennial audiences' participation (Jain, 2021).

There are several tools and features available on the Facebook business section implemented by the event management and photography page owner. Such as; the built-in 'auto-reply' as a predefined welcome message sent through the brand page inbox if any interested consumer sends a message to the page (Garcia, 2020). This system generates a response to a consumer's queries anytime without waiting time (Garcia, 2020). In line with this, Garcia (2020) and Dufrene (2019) exposed that to gain all the necessary information for a sophisticated conversion rate the 'about' section on the Facebook page is very useful. Additionally, the call-to-action (CTA) button, such as; 'book now' or 'call us' or 'order now', 'click for more information, and 'call now' if well visible (Dufrene, 2019), can capture a larger reach and Facebook traffic which is a workable approach in these sectors. By applying the 'Ad Set' page owners assure the visibility of their page on the target user's home page (Garcia, 2020). And, 'Retargeting' is also useful to make the relevant pages more engaging revealed by Garcia (2020). Furthermore, there is a connection between the cover photo and the profile photo on the page to signal the nature of photography services on Facebook, narrated by Garcia (2020) and Dufrene (2019). Adding to this, Facebook lives by the professional photographer, their passion for the work, unique skill to represent the best execution compared to others, and discussing previous consumer's experiences may help other consumer's desire to involve more towards the page (Dufrene, 2019). Moreover, the interactive communication between the follower and the page owner encourages to get the desired visibility of views and reach the target consumers. For instance, commenting and replying to the followers frequently is a good sign that the page owner is active and respects their follower's engagement (Dufrene, 2019). Interestingly, the 'behind-the-scenes' of the photography-based social events, such as; weddings, birthdays, and corporate programs, while uploading professional photos on the page are activating followers' trust in the page and the service (Dufrene, 2019).

Adding to the above details, in **Table 2.8** the summary of the relevant literature with a focus on identified antecedents of Facebook advertisement is presented regarding the purchase intention.

Table 2.8: Summary of the relevant literature with a focus on identified antecedents.

Antecedents of Facebook advertisement	Author and Year	IV, Med/Mod DV	Objectives concerning the behavioral levels	Methodology, origin, sample size, and techniques	Major findings	Limitations of the research
The entertainment value of Facebook advertising	Arli (2017)	Entertainment, usefulness, informativeness, and irritation Med. V: Attitude DV: Purchase, brand loyalty, and brand awareness.	To discover the dimensions of social media on the consumer's attitude toward the purchase, brand loyalty, and brand awareness and to expose the difference between demography and these constructs.	724 participants using various SNSs surveyed face to face aged 18 to 50 in Australia by a 5-point Likert scale. Non-probability convenience sampling is utilized. Quantitative methodology is applied, SPSS and SEM are utilized.	All the relationships are showing positive results. Entertainment and attitude are positively correlated with the strongest regression weight. Giving consumers rewards, gameshows, hashtags, and mentioning friends' names on the brand post perceive as entertainment value.	Respondents aged 18 to 31 from diversified countries need to be investigated more. Facebook is 'seven times more effective than other SNSs, thus the users of Facebook should be investigated more.
	Arora and Agarwal (2020)	Informativeness, entertainment, credibility, incentives, pre-purchase search motivation, social-escapism motivation Med. V: Attitude toward social media advertising	To explore the numerous aspects of social media advertising and motives of usage of millennial consumers impacting attitude to purchase intention.	An online survey was conducted among 470 millennial respondents aged between 18 to 38 in India. Non-probability Purposive sampling is utilized and through Facebook,	The study reported that all the predictors are positively correlated with the purchase intention with a positive mediation effect of attitude. Entertaining ads grasp millennial	Limiting factors have been examined in this study, personalization, irritation, privacy, and peer influence should be investigated later.

		DV: Purchase intention		the questionnaire links have been sent to individual respondents. Quantitative methodology is applied, SPSS and SEM have been utilized for data analysis.	consumers' attention therefore along with the humor the announcements of coupons, discounts, and gifts resulted desire to purchase more.	Only Generation Y or millennials are surveyed. Culture should be studied as a moderating variable later.
Chetiouia, Butt and Lebdaoui (2021)	Informativeness, credibility, entertainment Med V.: Advertising perceived value, eWOM, attitudes towards the Facebook ad Mod. V: Corporate reputation DV: Purchase intention	To determine the effectiveness of the theory of planned behavior (TPB) and Ducoffe's advertising value model influencing consumers' purchase intention to Facebook advertisements in an emerging country perspective through high degrees of collectivism.	Through Facebook, an online survey is conducted among 298 Moroccan Facebook users aged between 18 to 44 years by applying non-probability convenience snowball sampling. Quantitative methodology is applied, SPSS and SEM have been utilized for data analysis.	Entertainment to perceived advertising value, and eWOM to perceived advertising value have not shown significant results. From the Moroccan perspective entertainment value of Facebook ads is unable to influence consumers' perceived value and eWOM due to collectivism while the moderating effect of corporate reputation positively influences purchase intention.	Convenience snowball sampling is used in Morocco only, other dimensions and antecedents of Facebook ads should be investigated relating to other social networking sites (SNSs).	

	Hamouda (2018)	<p>Informativeness, entertainment credibility, social media advertising value, attitude toward social media advertising</p> <p>Mod. V.: Corporate reputation</p> <p>D.V.: Consumer responses,</p>	<p>To reveal how tourism advertising on Facebook impact consumers' attitude and behavior.</p>	<p>A quantitative research methodology is applied, 352 Facebook users in Tunisia are surveyed through Facebook. Non-probability purposive sampling is used and SEM is used for CFA and path analysis.</p>	<p>Informativeness, entertainment, credibility, and social media advertising value positively affects consumers' attitude toward behavioral change.</p>	<p>The tourism context regarding Facebook has been examined only; additional behavioral predictors of the diversified samples may improve the results. Differentiation between mobile and web Facebook usage can be investigated.</p>
	Civrika, Rudienė and Morkūnas (2022)	<p>IV: Perceived informativeness, perceived entertainment, perceived irritation, perceived credibility, perceived interactivity, perceived personalization.</p> <p>Med. V: Perceived advertising value</p> <p>Mod. V: Attitude towards Facebook ad</p> <p>DV: Intention to purchase in fashion category</p>	<p>To examine how the young consumers intention-to-buy is resulted via mobile commerce on Facebook influenced by perceived advertising value.</p>	<p>An online survey is conducted via Google form though Facebook among 408 respondents aged 25 to 34 in Lithuania applying 5-point Likert scale. Data are analyzed via IBM SPSS 26.0 quantitatively.</p>	<p>Perceived informativeness, perceived entertainment, and perceived credibility as Facebook ads elements are impacting with the highest positive effect on perceived advertising value, attitude towards Facebook ad is influenced positively by perceived advertising value influencing Intention to purchase in fashion category.</p>	<p>Diversified industries, product categories, within large number of sample could be investigated with additional hypotheses and in-depth semi-structured questionnaire.</p>

	<p>Ji, Mieiro, and Huang (2021)</p>	<p>Entertainment, informativeness, promotional rewards, and social media dependency. Med. V.: Customer engagement D.V.: Consumption intention and sharing intention.</p>	<p>To develop a model and to examine the mediating effect of customer engagement between social media advertising and consumer behavioral intention.</p>	<p>A quantitative research methodology is applied, 300 Chinese-speaking visitors of Macao's casino-integrated resorts are surveyed who are users of Facebook and WeChat. A face-to-face survey is conducted through a structured questionnaire designed on a five-point Likert scale. Non-probability convenience sampling is used. SPSS and SEM are</p>	<p>Entertainment and promotional rewards have a direct significant effect on consumer engagement. Customer engagement in social media advertising mediated Entertainment and promotional rewards and onedependent variable, consumption intention.</p>	<p>Convenience sampling is utilized for only Chinese speakers. Diversified products and services and social networking sites; Facebook, considering consumer engagement should be examined.</p>
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				used for CFA and path analysis.		
Martins et al. (2018)	Informativeness, credibility, entertainment, irritation, incentives, emotional value, advertising value, and web design quality. Med. V.: Flow experience and brand awareness D.V.: Purchase intention.	To scrutinize the underlying factors that influence consumers' purchase intention after seeing smartphone advertisements by applying Ducoffe's (1996) advertising value model, flow experience theory, and three other variables (emotional value, web design quality, and brand awareness).	Quantitative methodology is applied. 303 Portuguese smartphone users surveyed physically aged 18 to 69 on a 7-point Likert scale. Non-probability purposive sampling is applied. PLS (particle least square) is used for the data analysis method.	The advertising value (informativeness, credibility, entertainment, and incentives), flow experience, web design quality, and brand awareness explain purchase intention. Credibility, followed by entertainment and informativeness significantly and positively influence purchase intention.	The sample should be more diversified along with the inclusion of other antecedents. Further research should be conducted on web design quality and emotional value of advertisements.	
Mukherjee and Banerjee (2017)	Entertainment, information, credibility Med. V.: Attitude toward social networking advertising (SNA) D.V.: Word-of-mouth (WOM) intention and purchase intention.	This research aims to examine a model by proposing three positive attributes of SNAs on WOM intention and purchase intention.	Quantitative methodology is applied. 426 Indian Facebook users are surveyed through Facebook aged 16 to 50 on a 5-point Likert scale. Non-probability purposive sampling is applied. SEM is used for the data analysis method.	Among the three antecedents of the advertising value model, entertainment showed the highest significant value towards the mediating variable Attitude towards social networking advertising (SNA), followed by information and credibility. The	Other contextual variables should be introduced in examining the diverse range of product and service categories in different cultural and geographical settings.	

					resulting positive attitude towards the SNS influence both the purchase intention and WOM intention positively.	
Murillo (2017)	Informativeness, entertainment, irritation, credibility. Med. V.: Advertising value D.V.: Attitude towards mobile search ads.	To investigate the Mexican millennial's extent of negative bias and perceived advertising value experienced towards the smartphone ads search for local products and services.	Quantitative methodology is applied. Mexican millennial smartphone users surveyed physically who are millennials and university students aged 17 to 30. Later for the advertising model survey, 305 respondents participated by approaching non-probability purposive sampling. PLS is used to analyze the data.	Two-thirds of respondents skipped the ad while conducting smartphone search ads. All the independent predictors of the advertising model resulted significantly.	Mexican millennials are surveyed, and only Google search is performed via smartphone search ads, other generations than millennials should be investigated later.	
Shareef et al. (2017)	Entertainment, informativeness, irritation. Med. V.: Advertising value D.V.: Attitude towards an advertisement.	To explore the impact of diversified sources as the opinion leader to form the advertising attitude towards advertisements and differences of	A quantitative research methodology is applied. Three distinct sources are generated for data collection purposes; an associative	Entertainment value does not result positively in consumers' perceptions and attitudes toward advertising value. Facebook users do not find the	A brand of mobile phone (Samsung) is used for the survey, moderating effect of age, gender, and self-concept could be further investigated.	

			perceived credibility of advertisement among different reference groups' positive opinion.	reference group includes 238 responses; aspirational reference group includes 215 responses which are screened from the associative group and marketers themselves comprised 210 respondents. from the aspirational group. Non-probability purposive sampling is applied to Bangladeshi Facebook users through a 5-point Likert scale. SEM is used for data analysis.	entertainment value as persuasive in generating perceptions and attitudes of advertising value. The aspirational reference group is slightly more affected by the entertainment value of advertising than no influence by the marketer-generated group.	
Wiese, Climentb and Carrubic (2020)	Martínez-Botella- Botella-	Privacy concerns, control, trust, advertising intrusiveness, attitudes toward ads in general, and advertising value. Med. V.: Attitudes toward Facebook advertising	To determine the effectiveness of Facebook advertising by proposing a framework theoretically grounding on social influence theory and regulatory focus theory (RFT)	Quantitative methodology is applied. An 11-point Likert scale is adopted for an online survey among 802 respondents residing within Australia and South African active	Facebook's attitude to behavior toward the brand and behavior toward the message resulted in the highest path coefficient value demonstrating that these two different types of behavior regarding Facebook	Varied cultural contexts and constructs within consumer characteristics are not included in this research.

		D.V.: Behavior toward the brand and behavior toward the message.	by approaching ad value and intrusiveness as the message perceptions and characteristics, trust as the SNS characteristics, privacy concerns, and general attitude toward advertising, and importance of control as the consumer characteristics and attitudes toward Facebook advertisements as the brand and message behaviors.	Facebook users aged 18 years through non-probability purposive sampling.	in a cross-country perspective validate the functionality of the proposed framework. Advertising value has a stronger effect than other variables.	
	Basak and Calisir (2015)	Entertainment, information-seeking, self-expression, and status-seeking. Med. V.: Satisfaction and attitude D.V.: Continuance of intention.	The ultimate purpose of the research is to investigate the impacts of motivational drivers such as; entertainment, self-expression, and status-seeking on the continuance intention to use Facebook.	Quantitative methodology is applied. 209 Facebook users aged 18 to 52 are surveyed face-to-face through non-probability purposive sampling in Turkey. Five-point Likert scale is used in the questionnaire design. SEM and	Attitude directly affects the continuance intention to use Facebook influenced by satisfaction, followed by entertainment and status-seeking. Satisfied Facebook users are more intending to use Facebook more if they are recognized	Other variables related to the intention to use Facebook are not introduced, demographic attributes of age, education, and employment are not considered and the qualitative method could bring diversified results based on Facebook.

				LISREL are applied for data analysis.	by their peers by achieving several likes, and comments and are entertained by amusing posts.	
	Dehghani et al. (2016)	Entertainment, informativeness, customization, and irritation Med. V.: Ad value on YouTube and brand awareness D.V.: Purchase intention	The purpose of the study is to investigate how YouTube advertisements affect consumers' purchase intention by identifying ad value and customization techniques.	Quantitative methodology is used. 315 YouTube viewers of university students in Rome were surveyed face-to-face by applying purposive and quota sampling. A 5-point Likert scale is used for the survey. SPSS, specifically the t-test is done for data analysis.	All the hypnotized variables resulted in a positive and significant relationship to purchase intention. Entertainment as the advertising value is the strongest predictor affecting brand awareness and purchase intention of YouTube ads.	Only university students cannot be the segment of YouTube viewers, the sampling method is hard to generalize.
Perceived Usefulness of Facebook advertising	Lee, Hansen, and Lee (2015)	Individual Differences: Demographics Psychological Traits (Personality and Self-Esteem) Med. V.: TRA Factors: Social Factors Technology Factors U&G Factors: Motives	The study aims to investigate how the 'like' function of Facebook is influenced by motives (Uses and Gratifications, Theory of Reasoned Action, and personality and technology factors) for virtual endorsement.	Quantitative analysis is adopted. 213 Facebook users studying at a Midwestern university are surveyed face-to-face approaching non-probability convenience sampling using a 7-point Likert scale. 58 percent of	Facebook 'like' significantly and positively influences the consumer's attitude in promoting engagement, perceived usefulness of 'like' indicates that consumers are driven by the motive of monetary	Convenience sampling is not a useful method always, only the younger generation is surveyed in a university, and comment-based and function-based endorsements are not considered.

		D.V.: Attitude Behavior		respondents are females. Cronbach's alpha is analyzed by using SPSS as the data analysis tool	incentives and to get a better deal on product purchases on Facebook.	
Lee, Xiong, and Hu (2012)	Arousal, valence, perceived ease of use, perceived usefulness, and perceived enjoyment. Med. V.: Attitude toward using Facebook D.V.: Intention to go to the event	The objective of the study is to disclose how the fans' emotions on Facebook influence their acceptance of considering the event pages as a marketing tool and fans' intentions to attend the events.	The quantitative method is applied. 155 responses were gathered by a non-probability convenience sampling method of a 7-point Likert scale on Facebook who is the fans of event pages in the United States. Female respondents are 57 percent compared to 43 percent of males. SEM is used for data analysis.	Perceived enjoyment is strongly affecting attitude toward using Facebook, attitude is further influencing significantly and positively the intention to go to the event. Facebook users seek happiness to join the event pages rather than the perceived ease of use and usefulness.	Only a local event page is investigated on one SNS, Facebook within a limited number of samples.	
Lin and Kim (2016)	Intrusiveness concerns, privacy concerns, perceived usefulness, and perceived ease-of-use Med. V.: Attitude toward the ad D.V.: Purchase intent	The purpose of the study is to examine the TAM model by combining perceived privacy and intrusiveness as the external variables of mobile advertising on Facebook influencing	The quantitative method is applied. 536 college-going millennial students are surveyed face-to-face by non-probability purposive sampling. The questionnaire is designed on a four-	Privacy concerns fully affect perceived usefulness and perceived ease-of-use in comparing intrusiveness to perceived usefulness. Invading consumers' privacy	Less-invasive ad techniques not impacting privacy concerns are not considered, and specific product categories or brands are not considered.	

			consumers' attitudes and intentions to purchase.	point Likert scale. SEM is used for data analysis.	and intrusiveness through Facebook ads negatively impact consumers' attitudes and purchase intentions.	
Lin and Lu (2011)	Network externalities: number of members, number of peers, perceived complementarity Med. V.: Perceived benefit: usefulness and enjoyment D.V.: Continued intention to use	To disclose the antecedents of users' joining on SNS, specifically Facebook by integrating network externalities and motivation theory in explaining the reason behind why people continue to join SNS.	Quantitative methodology is applied. 403 Taiwanese Facebook users aged 18 to 54 are surveyed online by applying the non-probability convenience sampling method. Five-point Likert scale is applied and SEM is used for data analysis.	All the variables are showing positive and significant results towards the intention to use Facebook, enjoyment is strongly influenced by the intention to use all the variables. Perceived usefulness to intention to use is comprehending that, if users benefit by connectivity and information exchange among peers on Facebook their intention to use is accelerated.	Only Taiwanese Facebook users are measured and qualitative approaches such as; interviews, and open-ended questionnaire surveys are not included.	
Logan (2014)	Perceived usefulness, perceived ease-of-use, normative beliefs, subjective norms, attitude toward following brands on	The objective of this research is to examine the reasons behind consumers' following the brands on Facebook and Twitter young	The quantitative research method is utilized. 502 respondents from the United States, using both Facebook and Twitter millennial	The intention to follow brands on Facebook and Twitter is firmly influenced by perceived usefulness combined with peer	Self-reported data was gathered from the respondents who are extensive users of Facebook and Twitter.	

		Facebook, information-seeking behavior, online advertising skepticism, and brand consciousness. D.V.: Intentions to follow brands on Facebook and Twitter.	adults' intentions to follow by applying TAM and TPB. insight regarding the factors that are most important to young adults (ages 18 to 34) when forming the intention to follow brands	users aged 18 to 34 are surveyed face-to-face applying a seven-point Likert scale. SEM is used for data analysis.	pressure similar to impulsive purchase.	
	Thuy and Ha (2020)	Perceived usefulness, perceived ease-of-use, perceived playfulness, trustworthiness, critical mass D.V.: Intention to use	To identify the drivers of Vietnamese Facebook users' intention-to-use Facebook by applying TAM.	Quantitative research method. 128 Vietnamese Facebook users aged 21 to 30 are surveyed online due to COVID-19 by applying non-probability purposive sampling. Females are higher in terms of male respondents. Five-point Likert scale is used. SPSS is used for data analysis.	Among the variables, perceived usefulness and trustworthiness resulted in a positive intention to use Facebook. The usable features, privacy settings and aesthetics of Facebook motivates millennial users to use Facebook.	A very small number of samples is surveyed online in which the outcome is affected by the COVID-19 pandemic. Other models and variables are not considered in the study.
	Luna-Nevarez and Torres (2015)	Perceived ease of use, perceived usefulness, intrusiveness, incentive offering	Applying TAM to examine how the social media user's attitude is influenced by the	The quantitative method is used. SEM is used for discriminant validity, convergent	TAM is useful in predicting social media users' behavior by showing significant	The moderate role of individual differences and multiple group

		Med. V.: Attitude toward social media advertising. D.V.: Intention to purchase and intention to engage in e-WOM behavior.	antecedents of social network advertising.	validity, and structural model evaluation. 190 social media users in the USA aged 20 to 58 were surveyed online by non-probability purposive sampling on a 9-point Likert scale.	results of perceived usefulness and perceived ease of use. Users who perceive advertisements on social networks as distracting, intrusive, and disturbing show a negative attitude.	analysis could be investigated later.
	Ruiz-Mafe, Marti-Parreno and Sanz-Blas (2013)	Trust, fan page content dependency, attitude, and consumer beliefs Consumer loyalty to the Facebook fan page.	Identifying the main drivers of Facebook fan page loyalty to promote the creation of effective links and long-term relationships with users applying TAM.	Quantitative, Spain, and SEM were utilized to assess the measurement model and structural model. 691 Spanish Facebook users aged 18 to 44 were surveyed face-to-face by quota sampling through a 7-point Likert scale.	Facebook users' attitude outcomes as the best key driver of consumer loyalty to FBPs. Perceived usefulness, attitude, trust, and dependency on loyalty show significant positive influence. Marketers implementing fun and user interaction on content posting influence consumer loyalty.	Only fan pages are analyzed, other Facebook commercial stimuli could be analyzed. Moderating effects of experience and perceived privacy risk could be analyzed. Different cultures and a socio-economic sample of users comparing other social media could reveal more insights.
	Rajapaksha and Dk (2019)	Perceived ease of use, perceived usefulness. Med. V.: Attitude towards the brand. Purchase intention	Examining the influence of Facebook fashion retailers' brand page and purchase intention among Sri	Qualitative, Srilanka. A deductive research approach was followed for reviewing existing	Facebook brand pages perform as an online brand community effectively for consumer	The conceptual model could be examined by adding individual SNS users' trait factors mediated by

			Lankan Facebook users extending TAM and TRA's purchase intention on Facebook brand pages.	empirical literature and models.	engagement after reviewing the literature and real practices of fashion retailers. Original TAM is extended (perceived usefulness and perceived ease of use) by applying TRA's purchase intention by adding consumers' attitudes towards the brand, considering both positive and negative attitudes impact purchase intention.	perceived risk toward purchase intention. Another industry sector could be also analyzed focusing on different variables as the model's extension.
Social Media Influencer Marketing	Trivedi and Sama (2020)	Expert influencer, attractive celebrity influencer. Med. V.: Attitudes towards the brand and Brand admiration. Mod. V.: Message process involvement. Online purchase intention.	Identifying the impact of Facebook influencers on millennial consumers' electronic products online purchase intentions.	Quantitative, India. SPSS, AMOS, and MS Excel was used for data analysis for structural analysis, moderation analysis, and mediation analysis. 438 Facebook users aged 24-38 were surveyed online by judgmental sampling on a 7-point Likert scale.	The expert influencer selection advantageously impacts more on millennials' online purchase intention on Facebook rather than attractive celebrity influencers. The mediating role of brand attitude and brand admiration is empirically evident.	Clothing, online furniture, and jewelry sectors' purchase intention can be investigated by relating influencer marketing with different product involvement. A cross-cultural study could be examined specific variables.

	Alrwashdeh et al. (2022)	IV: Information quality, likeability, entertainment value Med. V.: Brand credibility DV: Patronage Intention	To inspect the way Social Media Influencers (SMIs) impact on consumers patronage intentions (PI) with the mediating effect of brand credibility (BC) in the electronic devices sector. Smart PLS 3 is applied to portray measurement model and structural model of the study.	Quantitative approach, online survey designed by 5-point Likert conducted through Google forms among 185 respondents in Jordan.	SMIs in terms of informative value, entertainment value and likeable attributes strongly and positively impacts on credibility, further influencing purchase intention in smartphone sector.	The study is conducted on one country, diversified cultural settings can bring accurate result if longitudinal approach corresponding to other behavioral dimensions could be integrated.
	El-Naga, Salam, and Yahya (2022)	IV: Entertainment value, informativenss value, social value, and functional value DV: Purchase intention	To inspect the effect of YouTube influencers content value upon followers purchase intention behavior.	Quantitative technique is applied to analyze gathered 749 data in Egypt. 5-point Likert scale is used to gather data through purposive sampling. PLS-SEM is used for data analysis.	SMIs entertainment value, the functional value, and the social value of the content influence highest to the purchase intention of the follower, except informativeness have resulted negative association.	Other than Egypt, other developing and developed countries could be investigated. Qualitative approach along with focus groups or in-depth interviews with consumers may result inversely.

					The moderating effect of involvement is also established.	
	Lim et al. (2017)	Source credibility, source attractiveness, product match-up, meaning transfer. Med. V. consumer attitude. Purchase intention.	Investigating the effectiveness of social media influencers, focusing on source credibility, source attractiveness, product match-up, and meaning transfer.	Quantitative, Malaysia. SEM is utilized to assess the measurement model, structural model, and path coefficient. 200 social media users aged 20 to 30 were surveyed online through purposive sampling by 7- a point Likert scale.	Source credibility and source attractiveness, insignificant relationship with attitude and purchase intention. Social media influencers are perceived as amateur toward product endorsement. Millennials are driven to purchase intention for the congruency of products and influencers. Consumers' attitudes positively mediated the purchase intention and IVs.	Sampling generalizability, specific areas of social media influencers could be examined by identifying characteristics.
	Lisichkova and Othman (2017)	Influencer marketing and influencers features. Online purchase intention.	Investigating the features that an influencer possesses or should possess and their impact on online	Qualitative, Sweden. Personal interview and focus group interview. Two focus groups interviewed 12 different consumers	Authenticity, trustworthiness, credibility, legitimacy, the expertise of the influencers, and their honesty are the	The different level of engagement relating to specific features of influencers on social media and for

			purchasing intent for consumers.	aged 25-50 from Sweden, Germany, Poland, Jordan, and Bulgaria.	main features impacting consumers' online purchase intent. The product, price, and detailed recommendations also resulted significantly in online purchase intention by influencers.	online shopping can be examined.
Consumer's Online Engagement	Voorveld et al (2018)	Social media engagement, social media advertising engagement, social media advertising evaluation. Social media engagement.	Exploring how consumers' engagement with social media platforms drives engagement with advertising embedded in these platforms and, subsequently, evaluations of this advertising.	Quantitative, Denmark. SPSS used for PCA and MANOVA. 1,346 Facebook, YouTube, LinkedIn, Twitter, and Google+ users aged 13-43 years aged were surveyed online through judgmental sampling applying 42 experience items of 11 dimensions.	Each social media uniquely performs each role from an engagement perspective. Advertising evaluation varies from one to another whereas social media engagement results from social media ads. However, Facebook is examined as the best interactive platform with usefulness.	Different context characteristics modality, self-disclosure, media richness, privacy parameters, situational contexts, valence, usage, and intentions could be assessed in interacting engagement.
	Carlson et.al. (2018)	Content quality, brand page interactivity, brand page sociability, customer-contact	Identifying the specific online-service characteristics in social media brand	Quantitative, USA. SEM was used for discriminant validity for the Fornell Larcker	The online-service design characteristics induce positive perceptions of	Besides the analyzed variables customers' co-creating behaviors should be analyzed

	quality, brand learning value, entitative value, and hedonic value. Consumer engagement behavior (CEB); CEB intentions, feedback, and collaboration.	pages inducing customer-perceived value to stimulate feedback and collaboration intentions with customers applying stimulus-organism-response model.	criterion of 654 Facebook users were surveyed online by judgmental sampling with a 7-point Likert scale.	brand page quality development through content, user interactivity, sociability also customer contact. Customer feedback/idea generation and collaboration activities increased with the determined IVs of this study.	on different generalizability issues.
Hollebeek, Glynn and Brodie (2011)	Cognitive processing, affection, activation. Consumer engagement	Developing Consumer brand engagement (CBE) scales in specific social media settings.	Mixed (both qualitative and quantitative, SEM was applied for CFA). Qualitatively in-depth and focus group interviews were carried out; Three social media comprised 554 users were surveyed by convenience sampling.	Consumer brand involvement affects strongly consumer engagement; marketers focus on brand usage intent accelerating affection and activation of cognitive engagement.	Specific social media applicability is absent, multiple brand interactions on social media should have been emphasized rather than offline brands.
Lilja (2019)	Peer pressure, family, knowledge, brand image, brand communication, uniqueness. Interest and engagement.	Discovering, how sustainable fashion companies can use Instagram as a marketing tool efficiently to reach	Quantitative, U.K. Picture based content analyzed by Instagram analytics. Picture contents	The product picture category generates the highest engagement and interaction through social and aesthetic-themed content	The target group could be heterogeneous. More detailed and production-oriented content should be avoided. Varied

		Mediating V: Social and aesthetics, close-up and detail, production.	out to the millennial male consumer.	based on the three categories shared on the feed and stories analyzed through engagement and interaction analytics. Only active millennial males were surveyed for six months.	linking affinity and uniqueness.	social and aesthetic content on other social media platforms and different product categories, reflecting other behavioral indicators of millennials could be investigated.
Jayasingh (2019)	Information seeking, entertainment, economic benefits, social benefits, brand love, trust, and social influence. Consumer engagement, brand loyalty.	Identifying the determinants of consumer brand engagement behavior in Facebook brand pages and its impact on brand loyalty.	Quantitative, India. SEM was used for CFA and path analysis. 334 millennial Facebook users following fashion, health/fitness, restaurants, etc. surveyed online through convenience sampling.	Informativeness of video-image, reviews of brands, and searching information increase consumer engagement and interaction; which increases brand loyalty.	Other motivator with different product categories can be analyzed in the same contextual base. Specifically used for Facebook ads rather than fan pages only.	
Dabbous and Barakat (2019)	Content quality and brand interactivity. Mediating V.: Hedonic motivations, utilitarian motivations, and consumer engagement.	To explore the influence of content quality and brand interactivity within social media on consumers' brand awareness and purchase intentions.	An online survey was conducted through email among 392 millennial Facebook users in Lebanon who 'liked' sportswear brands' Facebook pages. Non-	Content quality is significantly building consumer engagement by liking, commenting, and sharing content. High online engagement correlates with high	Another predictor of purchase intention relating to millennial social media users could be examined.	

		D.V: Consumers' brand awareness and purchase intention.		probability purposive sampling and quantitative methodology are used and SEM used for CFA and path analysis.	purchase intention mediated by brand awareness and hedonic motivation.	
Dessart, Veloutsou, and Morgan-Thomas (2016)	Affective (enthusiasm and enjoyment), Behavioral (sharing, learning, endorsing), and cognitive (attention and absorption). Brand engagement and community engagement.	Investigating the consumer engagement theories and refining the operationalization with two engagement foci (brand and community) and seven sub-dimensions of consumer engagement in an online brand community social media context.	Quantitative and qualitative, UK. SEM applied for CFA, scale, and cross-linguistic scale. 326 Facebook page administrators and 448 Facebook users aged 25 to 34 were surveyed online by simple random sampling through a 7-point Likert scale of 22 questions.	Using qualitative data from consumers and experts and two pools of mirrored items (one for each engagement focus), the study develops and validates a dual-focus 22-item scale of consumer engagement that can be used to operationalize engagement with various consumer engagement objects.	Broad ranges of brand categories can be examined in OBC settings of Facebook advertisements and other social media ads. Different 'foci' should be investigated with different engagement levels in another context.	
Cabiles (2018)	Attitude, demographics, creative or design elements. Facebook's perceived advertising value.	Identifying what characteristics positively affect Facebook advertisements' likelihood of being clicked or Facebook's	Quantitative, semi-structured in-depth Interview, London, SPSS used for Pearson's Chi-Square, Binary Logistic Regression Equation. 100	The positive attitude toward Facebook advertising (favor) and the good fit between Facebook and brands increase consumers'	The broader geographic areas of Facebook users' demographics could be examined with diversified product involvement. How	

			perceived Advertising Value by examining Ducoffes' advertising value model (1995,1996).	Facebook users aged 20 to 27 years were surveyed by online questionnaire with 22 questions by non-probability quota sampling on a 5-point Likert scale.	likelihood of clicking on Facebook adverts. The animated and creative videos, images, and short captions induce users' click-through behavior on the ads on smartphones.	the consumers behave toward other dependent variables could be displayed by supporting Ducoffes' advertising value model (1995,1996).
	Oviedo-García et al. (2014)	Facebook likes, comments, shares, and clicks. Consumer engagement (number of posts, average impression, and reach)	Proposing a comprehensive metric for customer engagement in Facebook by evaluating relevant features of Facebook towards the audience.	Quantitative, Spain. Ratio analysis was conducted as the formula to measure Facebook engagement. Metric to measure different types of posts (thematic, content-related, composition, video, audio, text-based) consumer engagement on Facebook by analyzing the likes, comments, shares, and clicks through authors' observation.	The metric is useful for consumer engagement effectiveness in decision-making, competitor comparison, promotional campaign evaluation of reach, and impression flexibility conducted by brands' Facebook posts.	The ratio of interest analyzed with action behavior (likes, comments, shares, and clicks), and other participatory actions of consumers could be evaluated. Cognitive and emotional effects on brand posts could result in more insightful results, only the conative dimension is reflected here.
Purchase Intentions	Sabate et al. (2014)	Attitude towards SNS ads, ad clicks, congruity, connection motivations,	Investigating the consumer interaction with branded content on Facebook to reveal	Quantitative, Spain. 5 Spanish travel agencies' brand pages were observed by the	Images and videos in the content considered as richness drive more likes on brand	Besides likes and comments, other variables of Facebook content could be researched

		consumption motivations, a fan of the brand, perceived entertainment, perceived informativeness, Med. V.: product evaluations, Word of mouth. Purchase intentions.	the brand posts' popularity.	authors for 1 month to develop the conceptual model analyzed with multiple OLS linear regression. 164 posts published by the five travel agencies are considered obtained and manually processed User-generated content and users' shared content are not considered.	posts. Whereas, meaningful images with thoughtful publication time influence the number of comments, and links and reduce both likes and comments on Facebook.	by utilizing SEM. The sample needs to be more diversified.
Ghosh and Islam (2023)	IV: Expertise, trustworthiness, attractiveness Med. V: Ad recognition DV: Purchase intention	To determine how the 'homefluencers' sponsored posts in new normal influence millennial Facebook and Instagram users purchase intention regarding the international marketing sphere.	280 millennial Facebook and Instagram users are surveyed online during quarantined period through Google form questionnaire applying 5-point Likert scale in Bangladesh. Data are analyzed via PLS-SEM.	Except attractiveness of the homefluencer, all the hypothesized relationships are supported, in which ad recognition strongly and positively influence purchase intention following the direct effects of trustworthiness. The parasocial relationship of SMIs and consumers persuasion knowledge are proved workable towards millennials	Cross-sectional studies in multicultural context, diversified product categories on other SNSs can bring different results. How macro-influencers sponsored posts can impact Generation-Z could be investigated.	

				while new normal.	
McClure and Seock (2019)	Brand familiarity, information quality. Future purchase intention, and attitude toward the brand's social media. D.V.: Involvement in brands' social media.	Investigating the influence of consumers' brand familiarity and the information quality of social media content on their involvement with a brand on the brand's social media pages.	Quantitative, South-eastern University, USA. SPSS conducted for descriptive statistics, exploratory factor analysis, hierarchical regression analysis, and bivariate regression analysis. 159 females millennials aged 18-25 were surveyed online by convenience	Information quality of a brand's social media content positively influences consumers' involvement with the brand's social media pages more than familiarity, more involvement with the brand's social media page significantly influences purchase intention.	Informative unique featured product portrayal of social media content on the pages aligning social media analytics should be examined for most viewed, liked, and re-shared. Which type of content or information favors users with relationship-based interactive constructs could be measured for purchase intention.

				sampling with a 7-point Likert scale.		
Lee and Hong (2016)	Emotional appeal, informativeness, advertising creativity. Med. V.: Attitude toward empathy expression and subjective norm. D.V.: Purchase intention.	To examine the antecedents of positive user responses to SNS advertising (carpool brokeringservices) from the perspective of attitudinal beliefs and social influences by applying the TRA of Fishbein and Ajzen (1975).	Quantitative methodology is applied in Korea, 415 Facebook users aged 20-30 were surveyed online on a 5-point Likert scale. Non-probability purposive sampling is used, AMOS is used for CFA and SEM.	Social media ads' informativeness and advertising creativity crucially impact positive behavioral responses and also engage purchase intention to advantageous responses.	A diversified sample of different age ranges could be analyzed by showing video ads rather than an image-based survey. Other behavioral variables of FB ad linking purchase intention could be investigated.	
Muk and Chung (2014)	Hedonic values, utilitarian values, belongingness Med. V.: Attitude toward brand pages and subjective norm D.V.: Intentions to join the brand page	The research aims to investigate the factors influencing consumers' intentions to join the SNSs brand pages by applying TRA and U&G (uses and gratifications) theory.	Quantitative methodology is applied. 244 SNS users in the United States aged 18 to 28 are surveyed online by non-probability convenience sampling. Seven-point Likert scale is used. SEM is used for data analysis.	All the variables positively resulted in intentions to join brand pages on SNSs. Attitude and subjective norms are the strongest variables to influence intentions to join brand pages, indicating that consumers intend to join brand pages by the influence of positive attitudes and peer groups.	Convenience sampling is used, other generations of consumers of different age groups are not included.	
Riaz and Sherani (2021)	Perceived usefulness,	To determine the influential factors	Both quantitative and qualitative	Both Facebook and WeChat are useful	Other than university students	

	perceived ease-of-use, technological innovation. Med. V.: Information-sharing attitude D.V.: Information-sharing behavior	of information-sharing behavior regarding multiple social media adoption specifically on Facebook and WeChat and to examine if their adoption system is varied or the same in them.	method is applied among 244 Facebook users and 214 WeChat users aged 16 to 35 who are university students via an online questionnaire by applying non-probability purposive sampling. Seven-point Likert scale is applied. SEM is applied to analyze the data.	regarding perceived usefulness revealed by the interview result also perceived usefulness influences users' information-sharing attitude.	not surveyed, other variables such as; trust, and personality have not been considered.
Bianchi and Andrews (2018)	Perceived usefulness, compatibility, enjoyment, credibility, and peer communication. Med. V.: Attitude towards engaging with retail brands through social media (AT), Intentions to engage with retail brands through social media (IN) D.V.: Intentions to purchase through	The study aims to identify the factors of consumers' engagement with retail brands on Facebook by applying the TAM model and TRA model including consumers' attitudes and intentions to engage with retail brands.	The quantitative research method is applied. 178 Facebook users aged 18 to 70 in Chile who follow Facebook brand pages are surveyed online by non-probability convenience sampling. Five-point Likert scale is applied as the survey questionnaire design. SPSS and	Peer communication is the most significant antecedent followed by compatibility and credibility toward the intention to purchase through the Facebook brand page. Consumers in Chile are more influenced by brand engagement on Facebook if their friends are communicating	Samples are not considered from another background, only one SNS Facebook is investigated.

	social media (INP)		SEM are used for data analysis.	about brands and attitudes.	
Cho and Son (2019)	social connectedness: perceived usefulness, ease-of-use, enjoyment. Med. V.: attitudes toward social commerce D.V.: Intentions to adopt social commerce.	The purpose of this research is to investigate the consequence of social connectedness on social media users' attitudes and intentions to adopt social commerce through the utilization of the TAM model.	The quantitative research method is applied. 445 respondents in the United States who are students from three universities are surveyed in-physical. Non-probability purposive sampling is applied and the questionnaire is designed on a five-point Likert scale. SPSS and Mplus are used for data analysis.	All the antecedents of social connectedness signify a positive relationship to attitudes toward social commerce influencing consumers' intentions. The more social media users get support from their peers while using social media, the more the consumers are understanding that using social commerce is useful, easy, and enjoyable.	The older population has not considered, in other categories of products, moderating effects of gender, group behavior, and social media involvement are not taken into account.
Fard and Marvi (2019)	Viral advertising: Quality, argument quality, source credibility Med. V.: Mobile apps perceived usefulness, perceived ease of use, and attitude toward the purchase D.V.: Purchase intention	The purpose of the research is to investigate the effect of viral marketing on purchase intentions of mobile application users in Iran by applying the TRA model, TAM model, and information adoption model.	The quantitative method is approached. 624 Iranian SNS users aged 18 to 55 are surveyed physically by applying non-probability purposive sampling. Five-point Likert scale is used for data	Perceived usefulness has the strongest effects to purchase intention, followed by source credibility, quality, and argument. It means, that viral marketing through mobile apps can induce consumers' attitudes to the	Only Iranian consumers are surveyed, the subjective norms and perceived behavioral control have not been researched in the model.

			collection. SEM is used for data analysis.	purchase intention through the beneficial features of the app.	
AL-Sous, Almajali, and Alsokkar (2023)	IV: Information quality, Trustworthiness Med. V: Attitude towards a brand DV: Purchase Intentions	To reveal the factors influencing millennial consumers' purchase intentions by social media influencers (SMIs) on Facebook.	Online survey conducted through Google Form among the 390 Facebook users aged 18 to 29 residing in Jordan applying 5-point Likert scale, convenience sampling is used to gather data. PLS-SEM is used to analyze data.	Information quality has the highest positive effect on attitude. Attitude also has an indirect positive effect on millennial consumers' purchase intentions with the direct effect of trustworthiness.	SMIs brand posts on Facebook impact positively to millennial consumers' purchase intentions with the valid information about brand usage demonstrating trustworthiness.

Source: Present researchers' self-creation.

Facebook is using excellent features of marketing ideas that signify companies and brands to get a maximum number of visibilities, impressions, and reach among a large number of centered audiences. Moreover, fashion products' attractive features lure engagement and Facebook is the platform showing success for small niche companies to large international brands. Therefore, this platform occupied a top-ranked position in marketers' minds as a source of motivation to continue marketing campaigns targeting millennials. Consequently, Lilja (2019) stated, that millennials are unpredictable about their purchase; by spending time on social media, they can be engaged with any brand content and feel the desire to have the brand. Therefore, the consumer's online engagement behavior and the entertaining content sourced from authentic brand pages on Facebook can be perceived positively by millennials. Although local-fashion products, event management, and photography services adoption among the millennial Facebook user is increasing rapidly, there should be more research in highlighting the potentiality of these sectors. Moreover, from an emerging country perspective, there is no single research that has concentrated on these issues. Even though previous scholars represented crucial acumen in the body of knowledge of social media advertising related to behavioral responses in developed countries. But none have explored the influential factors of developing countries' millennials' purchase intention of local-fashion products, event management, and photography services of Facebook advertising. If the implementation of Facebook advertising regarding these popular sectors can be identified in millennials' behavioral aspect, the marketers may offer the best content with millennial-targeted features portraying the highest benefits.

In the following section, the research gaps of this study are presented with detailed elaboration:

2.6 Research Gaps:

Although the literature has addressed social networking sites (SNSs) effectiveness from many dimensions still many areas should be highlighted empirically. Connected to this, the investigation of social networking sites (SNSs) advertising in recent years is very repetitive with unsatisfying discoveries (Hamouda, 2018; Duffett, 2015). Concerning this, due to the up gradation of technology, accessibility of smartphones, and diffusion of innovation through the Internet, there is no borderline of SNSs advertisements' evolution. In line with this, Zhang and Mao (2016, p.156) mentioned that it is an "ever-evolving area" and Hamouda (2018) asserted there is no fixation on

social media advertising and usage. Moreover, the majority of the social media advertising research is not based on specific SNSs (Dabbous and Barakat, 2019), generation (Bolton et al., 2013), theories, and models to carry on examinable hypotheses (Knoll, 2015; Hamouda, 2018). Therefore, the above discussion is explicitly indicating that additional research is required in social media advertising or specifically in SNSs advertising from a consumer behavior perspective regarding the thriving business sectors; such as; fashion and apparel, lifestyle products, technological devices, diversified service sectors, etc. (Hamouda, 2018; Odoom et al., 2017; Bolton et al., 2013).

Accordingly, this research seeks to investigate these issues as the research gap and attempts to extend the current insights within the social media advertising arena to reveal the most popular SNS, Facebook advertising's effect on the most influential cohort of millennials' purchase intention. This is the principal purpose of this research. Additionally, to meet this objective, this research addresses the integration of furthermost six most practiced theories and models to adapt the independent, mediating, and dependent variables as a specific theoretical framework. One subtle reason is to do so because, one single model or theory is unable to predict the antecedents of Facebook advertising considering Facebook brand pages as its features and customization are always evolving (Hamouda, 2018; Odoom et al., 2017). Another reason is that this research is examining the millennials' future purchase behavior who is the chopest generation ever in making their choices (Duffet, 2015). Henceforth, these reasons lead the researcher of this current study to amalgamate discrete theories and models in the streams of SNSs body of knowledge. In this respect, Ducoffe's (1996) Advertising Value Model, Davis's (1989) Technological Acceptance Model (TAM), Ohanian's (1990) Source Credibility Model, and Horton and Wohl's (1956) Para-Social Interaction (PSI) theory and has been adapted to identify the antecedents of Facebook advertising's influence towards the millennial consumers' purchase intention applying Fishbein and Ajzen's (1975) Theory of Reasoned Action (TRA) through the mediating role of consumers online engagement modified from Gummerus and colleagues (2012) in this relationship. As per the researchers' observation and derived research gap of the earlier research, the local-fashion products, photography services, and event management service sectors are lagging through empirical observation in a research context. Moreover, the increasing number of active Facebook users are used to making their purchase choices by 'following' and 'liking'

Facebook brand pages (FBPs) in these business sectors compared to any physical stores, observed by the present researcher.

There are four types of voids identified by the literature.

- **First**, there is a dearth of empirical research concerning the millennial consumers' purchase intentions with local-indigenous fashion brands, event management, and photography services through Facebook advertisements, and what are the influential antecedents of Facebook ads on Facebook brand pages impact consumers' engagement on intention-to-purchase. Indeed, Facebook brand pages (FBPs) play an important marketing tool in disseminating marketing messages and niche areas or specialized services which are unable to continue expensive physical stores or maintain giant advertising costs on traditional media. Adding to this, Hamouda (2018) claimed that it is very cost-effective to maintain a Facebook page for promotional aims. In this respect, along with the fashion products which are locally produced in Bangladesh, advertising photography services and event management services have been chosen for the empirical investigation. Indeed, event management services are often correlated with photography services having a strong presence on Facebook by managing a brand page offering all sorts of packaged services for segmented levels of consumers. Through the brand posts on these pages, consumers voluntarily engage within a community relationship by liking, commenting, and sharing further leading to purchase decisions (Tiruwa, 2019; Lilja, 2019). Moreover, these pages in the chosen business sectors are useful for marketers for gathering consumer feedback and future improvisation (Hamouda, 2018).

It is noted that, in social media advertising research fashion products have been investigated widely, such as; Harrigan et al. (2021), Cho and Son (2019) and Anderson et al (2014) examined fashion products, Sanny et al (2020) revealed skin care products for males, found apparel, Nosita, and Lestari (2019) examined the clothing, Wiedmann, and Mettenheim (2020) and Vinerean and Opreana (2019) investigated luxury brands category, Schouten, Janssen, and Verspage (2019) revealed beauty products, Hwang and Jeong (2016) found about lifestyle products, Nguyen, (2020), Quelhas-Brito et al. (2020), Chetioui, Benlafqih and Lebdaoui (2019) Rajapaksha and Dk(2019) Irshad and Ahmed (2019) and Burke (2017) examined about fashion brands. However,

besides fashion, other categories of products are also investigated by earlier academics, e.g. Pindaet al. (2021) examined the food products category, Lin et al. (2021) Sokolova and Perez (2021) found tourism, travel, and fitness services and Wen (2019) examined about the fitness product category. This large number of evidence indicates that research regarding local-fashion products, event management, and photography services is scarce in the existing literature.

Notwithstanding being the flourishing topics and future potentiality in the consumer behavior research stream, locally made fashion products, event management and photography services of Facebook advertising research still suffer from a scarcity of studies, specifically, in the Facebook brand pages, through which these sectors have earned popularity. Furthermore, millennial social networking site (SNS) users are thriving consumers who are intending to purchase these offerings by following a page that is not yet explored by practitioners and scholars. These issues are burning issues as Facebook is the large-scale SNS worldwide with impactful effectiveness for consumers' future purchase behavior.

- **Second**, as per the consumer's online engagement variable, much of the research is inadequate in examining cognitive, affective, and behavioral levels concerning millennials' purchase intention standpoints. Moreover, there is scant research that considers like, comment, and share as the engagement metrics of consumers' cognitive, affective and behavioral levels on local-fashion products, event management, and photography services Facebook advertisements. Therefore, this research seeks to examine the millennial consumer's purchase intention that might be influenced by a consumer's online engagement as the mediating variable through the antecedents of Facebook advertisements from local-fashion products, event management, and photography services brand pages.
- **Third**, this research moreover examines the role of micro-influencers in the social media influencer (SMI) marketing context which may be affected by influencers' credibility as a 'source' and relationship with millennial followers by drawing on the theory of the source credibility model (Ohanian, 1990) and para-social interaction (PSI) (Horton and Wohl, 1956). In addition to this, the value of the advertisements generated from the Facebook brand pages is addressed by the entertainment value of Facebook advertising proposed by Ducoffe's (1996) advertising value model. Along with the value, the benefit of Facebook ads in this research is examined through the perceived usefulness of Facebook advertising by Davis's (1989) technology acceptance model (TAM). How these variables influence

purchase intention as the dependent variable, is examined by adapting Fishbein and Ajzen's (1975) theory of reasoned action (TRA). Furthermore, these six theories and models are chosen as the antecedents of Facebook advertisements by understanding their effectiveness which was previously drawn by earlier scholars individually for studying consumer's behavioral intention in social networking sites (SNSs) perspective, such as; in the entertainment value of advertising value model (Arora and Agarwal, 2021; Chetoui, Buttand Lebdaoui, 2021; Tiruwa, 2019; Zhang and Mao, 2016), perceived usefulness of TAM (Cai, Zhao, and Sun, 2021; Hoang et al., 2021; Lin and Kim, 2016; Rauniar et al., 2014), social media influencer marketing of source credibility and PSI (Pinda et al., 2021; Kiss, 2021; Lin et al., 2021; Schouten et al., 2020; Trivedi and Sama, 2020), consumer's online engagement of consumer engagement (Florenthal, 2019; Bianchi and Andrews, 2018; Chen, 2017; Hollebeek et al., 2016) and purchase intention of TRA (Corrada, Flecha and Lopez, 2020; Ahmed et. al., 2020; McClure and Seock, 2019; Dharmesti et al., 2019). Particularly, consumers' online engagement by clicking like buttons, commenting, and sharing advertising content sometimes form behavioral action, investigated by previous academics (Tiruwa, 2019; Lilja, 2019; Jayasingh, 2019; Perreault and Mosconi, 2018; Sashi, 2012). So, to analyze the influence of Facebook advertisements on millennial consumers' purchase intention behavior, this research adopts the consumer engagement theory developed by Gummerus et al. (2012) as a mediating variable.

Although SNSs are still evolving in the academic arena, Al-Qaysi, Mohamad-Nordin, and Al-Emran (2020) identified that further research is needed to represent its features of acceptance specifically in TAM applications. Florenthal (2019) asserted that Ducoffe's (1996) advertising value model is the extended version of the User and Gratification (U&G) theory to evaluate consumers' realized value and attitude toward online advertising. In the advertising value model, Ducoffe (1996) initiated two benefits: entertainment and informativeness, and one derived cost, irritation to understand how consumers comprehend the ad message. Attia, Aziz, and Friedman (2012) asserted TRA, TPB, and TAM as the widely accepted theories to explore social networking sites' influence on individual and collective behavior. However, Florenthal (2019) argued that Ducoffe's (1996) advertising value model did not include any behavioral consequences. Thus, this research extends this model by introducing attitudinal and behavioral variables in examining behavioral intentions, such as; Florenthal (2019) and Lee and Hong (2016). Therefore, the

integration of other theories and majorly TRA and TAM is most suitable to reduce the shortcomings of the advertising value model stipulated by Florenthal (2019), Perreault and Mosconi (2018), Rauniar et al. (2014) and Muk and Chung (2014).

However, although this academic evidence legitimizes individually these theories and models in this research, none of them have examined the role of Facebook advertisements on Facebook brand pages in influencing millennials' purchase intention aspect by understanding the importance of their integration. Thus, this has initiated a research gap in the existing literature.

- **Fourth** what factors of advertisement in SNSs influence millennial consumer's purchase intention in terms of fashion, event management, and photography services in developing country perspective is yet unanswered which is aiding to creating ambiguity in some situations. The reason for such ambiguity is the nature of the research, research design, context, respondents, selected background drivers of the SNS advertisement, and applying theories and models. From a developing country perspective, research based on Facebook paid and organic impression ads are rare (Wiese et al., 2020; Duffett, 2015). As identified by Wiese et al. (2020), Jung et al. (2016), and Knoll (2016) that, SNSs research from an emerging country perspective is scarce which is directing unanswered questions. There is limited research in the area of Facebook advertising impacting millennials' purchase intention and integrating consumers' online engagement. Most research is conducted in Australia, the UK, the USA, China, and Rome (Ji, Miero, and Huang, 2021; Wiese, et al., 2020; Arli, 2017; Zhang and Mao, 2016; Dehghani et al., 2016; Anderson et al., 2014; Logan (2014) in developed country perspective. Cross-cultural studies are required in this arena to shed light on diverse users embracing the latest Facebook marketing strategies. More research needs to be conducted to reveal the influence of Facebook advertising characteristics on goal-directing behavioral actions. This research fills this gap by proposing a framework to understand the influence of Facebook advertising on millennials' purchase intention from a developing country perspective. to address these issues and gaps the purpose of this research is to develop and empirically assess a framework for the influence of Facebook advertising on millennials' purchase intention in Bangladesh. As the vital variables for the examination of Facebook advertising's influence, this research uses the advertising value model, technological acceptance theory (TAM), social media influencer marketing, consumer's online engagement, and theory of reasoned

action (TRA) aid as the fundamental theoretical underpinning since these are widely examined theories regarding consumers behavioral persuasion. The shortage of pragmatic findings based on consumer behavioral data validates the eligibility of this research within a diverse academic and industry phenomenon. The worth of the research moreover resides in its emerging country approach, in which the conceptual framework is examined in a developing country (Bangladesh). This tactic reflects that Facebook advertising is a global affair by not only capturing local users but also attracting international users by conveying value (Wiese et al., 2020). Consequently, the findings of this research contribute theoretically and practically to the advertising context of Facebook through the specification of thriving product categories and brand pages. Through the Facebook page, the consumers get their social space aside from marketers triggering the user's participation through games, video contests, polling, cocreating images, etc. (Wiese et al., 2020).

SNSs have opened up new dimensions for business as besides personal communication among peers, consumers can interact instantly with the business authority through the brand pages (Thuy and Ha, 2020). Facebook is one of the best SNS in terms of usage (Thuy and Ha, 2020) and importantly in Southeast Asia, Bangladesh stands the 9th amongst the countries with the highest number of Facebook users in 2021 (Resources, 2021), which 75 percent users are aged between 18 to 40 (Napoleoncat.com, 2022). Specifically, the number of Facebook users is increasing faster in Bangladesh, as per the published report of Napoleoncat.com (2022) in 2021, 45,490,000 users, and the latest data revealed that 52,765,000 users are currently using Facebook. Thus, it indicates that Bangladeshi people aged 18 to 35 are interested in social networking sites (SNSs) and 92.76 percent use Facebook as the number one SNSs (Staista.com, 2022), spending 2 hours and 35 minutes generally on Facebook for posting content, engaging with others by liking, commenting and sharing and enjoying visual or text contents of others (Shepherd, 2022; Pietroluongo, 2021). Moreover, most Bangladeshi consumers visit Facebook brand pages for product details, friends' recommendations, and purchases and the majority of them are using Facebook just to communicate with others.

Compared to the availability of research in the developed country context, developing or emerging countries are lagging claimed to Fard and Marvi (2019). Recognizing the importance of future potential usage of social networks through digital devices, Fard and Marvi (2019) postulated that how these platforms' marketing affects the emerging countries' consumers' purchase intention

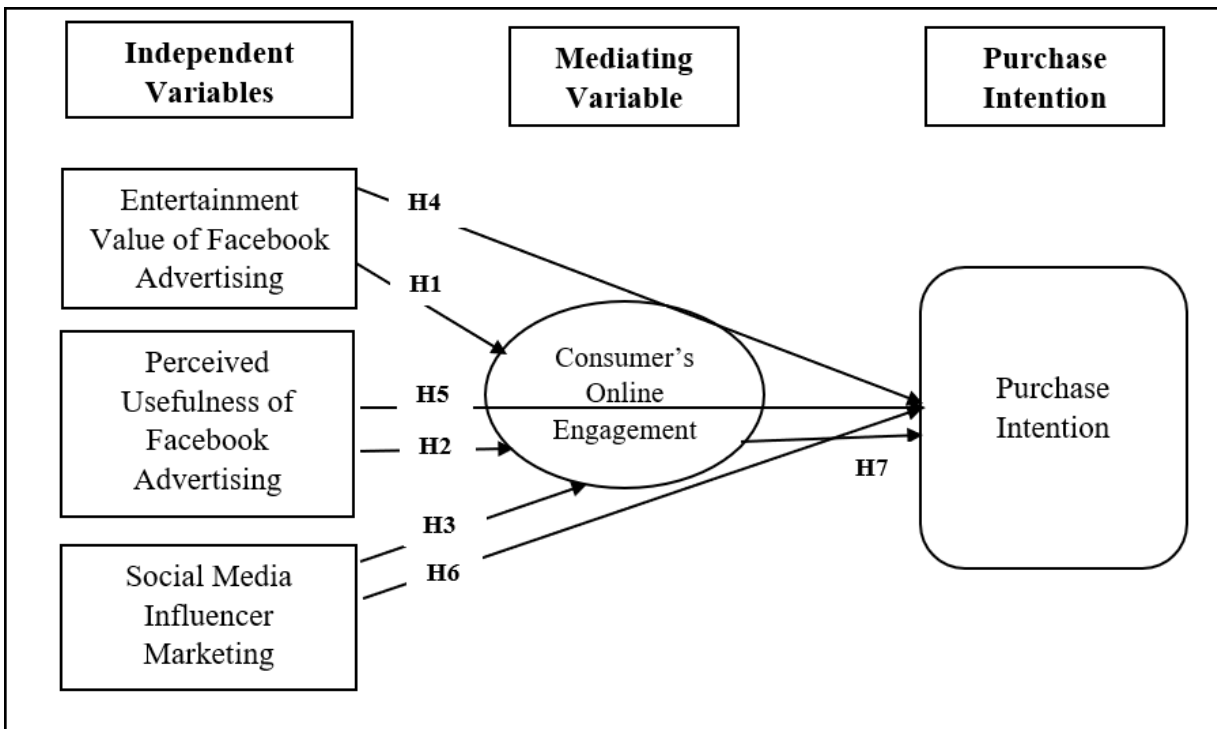
needs to be examined. This research addresses this gap by examining the said six theories and models in the local fashion, event management, and photography services Facebook advertising context. However, despite the necessity of Facebook advertising for local-fashion products in Bangladesh, event management, and photography services influencing the millennial consumers' purchase intention, no academic focus has been given to how the Facebook advertising created from Facebook brand pages influences the purchase intentions of millennial consumers in Bangladesh.

- **Fifth and lastly**, for the dependent variable, which is the purchase intention in this research, Fishbein and Ajzen's (1975) theory of reasoned action (TRA) is adopted. Integrating all these six theories and models' most influential factors regarding the research objectives, this research proposes a conceptual model to identify the best useability of these factors as the role of Facebook advertisements' antecedents influencing millennial consumers' intention-to-purchase of the local-fashion products, event management, and photography services. Thus, the present research is unique in these aspects specifically. Predominantly, the Facebook advertising generated from Facebook brand pages which are uploaded by advertisers and page owners is taken into account in this research. Therefore, it can be said that this research extends the earlier studies by corroborating new antecedent variables in Facebook brand pages of local-fashion products, event management, and photography services advertisements through the identification of the most effective antecedents in millennials' intention-to-purchase behavior in an emerging country context.

2.7 Conceptual Framework and Hypotheses Development:

Consequently, to address the research gap evolved from the existing literature in the said context, this study examines the relationship between these components: entertainment value of Facebook advertising, perceived usefulness of Facebook advertising, social media influencer marketing, consumer's online engagement, and purchase intention. **Figure 2.1** demonstrates the proposed research model of this study.

Figure 2.1: The Proposed Conceptual Framework of the Research.



Source: Present researchers' self-creation.

2.7.1 Entertainment value of Facebook Advertising to Consumer Engagement:

Entertainment reflects pleasurable and aggregable feelings toward the advertising with a positive brand attitude (Ducoffe, 1995; Martins et al., 2018). Consequently, enjoyment while using Facebook is one of the significant factors found by Lin and Lu (2011). Connected to this, the advertisement has entertainment value making the consumer watch the ad seeking to have fun (Ducoffe, 1996, 1995). However, Basak and Calisir (2015) revealed that having a relaxed time, pleasure, and amusement in using media motivate the user to pass the time on media. In SNSs advertisements, a certain amount of entertainment is required as prescribed by Mukherjee and Banerjee (2017), which increases the likelihood of watching advertisements and the eWOM of the consumers. In engaging consumers' online attachment in the form of comments, likes, and share in SNSs settings, the entertainment aspect of the advertisements performs a dominant role (Chetiouia, Butt, and Lebdaoui, 2021). Along with this, if the advertisement is shared, commented

on, or liked by users' friends on Facebook motivates the user to participate on the SNSs brand page (Muk and Chung, 2014). Additionally, Shareef et al. (2017) asserted that peer group members on Facebook pass product information voluntarily and sharing own experiences as they find this enjoyable, which is related to the entertainment value of advertising (Ducoffe, 1995).

Furthermore, entertainment increases users' desire to participate in the content of the source and on SNS this further leads to re-generate by self-effort in the brand content (Chetiouia, Butt and Lebdaoui, 2021; Dabbous and Barakat, 2019). Information, connection, and entertainment are the three fundamental reasons identified by Tugney (2015), why users spend time on social media, and reasons for engagement. However, researchers have revealed that the entertainment value of advertisements adds to consumers' desire to distribute with others (Kaplan and Haenlein, 2010), whereas several scholars have pointed out that entertainment is a fundamental and significant component in driving consumers' online engagement (Dabbous and Barakat, 2019; Perreault and Mosconi, 2018; Tiruwa, 2019). For steady engagement on the Facebook brand pages, entertaining content results from positive association through liking, commenting, and sharing the brand information (Ji, Miei, and Huang (2021; Cvijikj and Michahelles, 2013). Specifically, SNSs brand pages augment the services by altering the inert visitors into engagers (Carlson et al. 2018), who voluntarily evolve with contemporary essential findings whether in a content generation or experiencing the brands live in the video (Carlson et al. 2018; Hollebeek et al., 2016; Jahn and Kunz, 2012; Van Doorn et al., 2010). Moreover, entertainment is a driver of customer engagement as the individual feels relaxed and stress-free increasing hedonic feelings and stimulating consumption behavior (Vale and Fernandes, 2018; Carlson et al., 2018). Consumer mostly expresses their engaging behaviors through 'likes', 'comments', 'shares', or clicking on audio-visual content, therefore, to engage consumers marketers have to motivate users to act in a specified way (Tsai and Men, 2017; Lee and Hong, 2016). These millennials are always on a quest to entertain themselves in each sphere of life, thus the ads on brand pages containing the entertainment feature stimulate their urges to join brand pages (Muk and Chung, 2014). Accordingly, brand posts generate more likes and comments compared to shares, because members of the brand page perceive its importance within their community than sharing it with others (Agora and Agarwal, 2020; Hamouda, 2018; Cvijikj and Michahelles, 2013). On the contrary, Ashley and Tuten (2015) and Cvijikj and Michahelles (2013) found that the remuneration content only increase followers' comments but not shares. It is because, of the limited duration of the

announcements of the winner and the low level of interaction among the members within the postson the page (Thakur, 2018; Cvijikj and Michahelles, 2013).

H1: The entertainment value of Facebook advertising predicts consumers' online engagementwith Facebook advertising.

2.7.2 Perceived Usefulness of Facebook Advertising to Consumer Engagement:

According to Davis (1989, P.320), perceived usefulness is defined as “the degree to which a person believes that using a particular system would enhance his or her job performance”. In TAM, perceived usefulness is a very strongest predictor to determine consumers' acceptance or usage of technological innovation (Arli, 2017; Hausman and Siekpe, 2009; Venkantesh and Morris, 2000). Similarly, Arli (2017) explored that the consumer's perception about whether to use or not to use any application is determined by how useful the application is, which is referred to as perceived usefulness by Davis (1989). TAM is proposed to clarify the probable user's behavioral intention to use any technological device or any system, which is evolved from the Theory of Reasoned Action (TRA) by Ajzen and Fishbein (1980) (Arli, 2017; Davis, 1989).

Perceived usefulness has been carried out by several researchers to regulate consumer engagement towards social networking sites (SNSs). For instance, Bailey, Bonifield, and Arias (2018) examined the perceived usefulness of TAM on Latin American consumers' intentions to retail brand engagement on Facebook brand pages. Similarly, Reiter, Perreault, and Mosconi (2018) and McHaney and Connell (2017) found that consumers' positive evaluation of the features of SNSs advertising motivates them to click on the like button and comment on the brand posts. On contrary, Corrada, Flecha, and Lopez, 2020) specified that, information search in SNSs functions as the perceived usefulness regarding Facebook advertisement. Furthermore, the content quality, apparent usefulness of the contents, and interactivity are previously identified as crucial mechanisms for consumer engagement (Carlson et al. 2018; Hollebeek et al., 2016; Gummerus et al., 2012). Accordingly, Luna-Nevarez and Torres (2015) and Calder, Malthouse, and Schaedel (2009) revealed that the SNSs advertisements' utilitarian experience in facilitating any action induces consumers to engage online. Regarding brand page engagement on Facebook, previous research reveals that entertainment, perceived usefulness, and utilitarian benefits generate

consumers' engagement to stay with the brand page (André, 2015). Additionally, Florenthal (2019) exposed that Facebook users are predisposed to engagement activities by understanding the useful features of Facebook ads.

H2: Perceived usefulness of Facebook advertising predicts consumer online engagement with Facebook advertising.

2.7.3 Social Media Influencer Marketing to Consumer's Online Engagement:

Social media is the platform that prepares the general consumer to be an active influencer and spokesperson, sharing direct experiences unlike traditional media, which only delivers information about marketers (Zhung, 2017). In line with this, Nguyen (2020) has explored that 90 percent of consumers make their purchase decision on a trusted expert people's opinion. On Facebook, influencers persuading posts and ways of experiencing the sponsored brands stimulate a simple follower's interest into an impactful engagement that later improvises business goodwill (Glucksman, 2017; Booth and Matic, 2011).

In the social media influencer marketing domain, how any influencer in a specific area generates followers' interest in the collaborated products has been explored by renowned academics by adopting Ohanian's (1990) source credibility model and Horton and Wohl's (1956) para-social interaction (PSI) theory (Sokolova and Kefi, 2020). As per Ohanian (1990), the source credibility model is comprised of three dimensions: trustworthiness, expertise, and attractiveness, in reflecting how any receiver receives the communicator's message. To boost their posts and engage audiences, SMIs occasionally offer promo codes, giveaways, and welcoming follower-generated content associated with products (Wen, 2019). Connected to this, Lilja (2019) strengthened the short but informative alluring captions on the images, and videos of influencers can take attention.

Rather than, big-famous influencers with huge fan bases; general influencers with reasonable followers are successful in marketing information dissemination (Wen, 2019). Specifically, in cultivating maximum brand awareness and relationships micro-influencers (followers range from 10,000 to 100,000) are more effective to allure followers' likes, comments, and shares as online engagement activities (Hudders, De Jans, and De Veirman, 2020). Before followers engage with

any influencers on SNSs, they evaluate the trustworthiness of the displayed products congruent with their characteristics (Reinikainen, Maity, and, Vilma Luoma-aho, 2020). Moreover, Lou and Yuan, (2019), Wen (2019), and Ünal (2019) specified that social media influencers (SMIs) on Facebook, partnered content if included with discounts, authentic reviews, tutorials, and usage of the products by placement, induce the users to like the brand pages. However, on Facebook, users tend to engage with the influencer's content if they understand the influencer is credible enough to attractively portray the brands with their expertise level (Coco and Eckert, 2020; Martínez- López et al., 2020; Trivedi and Sama, 2020; Wiedmann and Mettenheim, 2020; Dhanesh and Duthler, 2019; Lou and Tan, 2019; Jin, Muqaddam, and Ryu, 2019; Sokolova and Kefi, 2019; Hamouda, 2018; Lisichkova and Othman, 2017; Dao et al., 2014). This, the friend's and acquaintances' involvement in the SMIs collaborated brand posts persuade the user to like or comment on the posts (Ünal, 2019).

Adding to these details, the pattern of audiences' preference for the influencer underlies the foundation of para-social interaction which is positive toward consumer engagement (Reinikainen, Maity, and, Vilma Luoma-aho, 2020). In such interaction, the user of any media presumes that the influencer or the communicator is their friend like in 'real-life' (Horton and Wohl, 1956). Presently, this interaction is leveraged by advertisers in influencer partnerships to engage the target consumers with the brands (Coco and Eckert, 2020). Importantly, to determine the millennial consumers' engagement behavior regarding the SMI-sponsored campaigns, both the source credibility model and PSI theory are very effective (Lin et al., 2021; Pinda et al., 2021).

The liking, commenting, and sharing of the SMI's brand posts indicate that users are favoring their content, developed through the credibility dimensions and PSI (Reinikainen, Maity, and, Vilma Luoma-aho, 2020; Ünal, 2019). The 'liking' and 'following' of SMI posts drive users' purchase intention by evaluating positively the synchronization of influencers and sponsored brands (Ghosh, 2021). The 'friend-like relationship with the SMIs according to PSI theory (Horton and Wohl, 1956) encourage trust in the demonstrated brand which is strengthening the engagement dimensions (cognitive, affective, and behavioral) persuading future purchase (Boerman and Reijmersdal, 2020; Boerman, 2019). However, the frequent sell-posts about brands confuse the follower's in evaluating SMI's credibility which negatively impacts the brands (Anongdeh and Barre, 2019).

Adding to the above details, when any favorable influencer on Facebook wears fashionable clothes, and accessories and uploads a photo by any professional photographer by mentioning their brand pages, it increases followers' interest in the pages. In this way, consumers' online engagement is stimulated by liking, commenting, and viewing the brand names, which stimulates users to engage cognitively, affectively, and behaviorally (Ünal, 2019).

H3: Social media influencer marketing predicts consumers' online engagement with Facebook advertising.

2.7.4 Entertainment Value of Facebook Advertising to Purchase Intention:

Consumers' contentment and favorableness towards the advertised products are executed from their fondness for any ads (Hamouda, 2018). Digging more deeper into this, any advertisement which is composed of joy, happiness, and effective relief from any stressful situation, is mostly creating enjoyment. Moreover, Hamouda (2018) argues that social media consumers are mostly wanted to be entertained by various content on social media. Importantly, if the advertising content is enjoyable to the consumer it is said to be enriched in entertainment value (Ji, Mieiro, and Huang, 2021; Lee and Hong, 2016; Tsai and Men, 2013). Indeed, the way a media is perceived by the user as enjoyable and exciting is known as entertainment in any media (Basak and Calisir, 2015). In addition to this, coordinated message delivery advertisements generate virtual direct experiences mostly said to be effective to generate perceived entertainment and value (Zhang and Mao, 2016; Dao et al., 2014).

Along with these, the audio-visual content, and online connections with peers and friends stimulate media users' entertainment motives (Basak and Calisir, 2015). Any advertisement can encourage a positive mood through humor in the form of relaxation, separation from stress, and enjoyable feelings (Ducoffe, 1995; Martins et al., 2018). A parallel to the discussion can be found in the findings of some academics, who explored how entertainment value and some of its attributes induce millennial consumers' drives toward the intention-to-purchase Facebook ads. Such as; André (2015) and Whiting and Williams (2013) found fun and distraction from stress, stimulation and enjoyable disposition are some interrelated tasks that consumers seek as entertainment on social media. Also, the economic value offered by time and cost savings through SNA was found

by Attia, Aziz, and Friedman (2012). This is further in line with the findings of Azar et al. (2016), who postulated that, entertaining social media contents achieve maximum 'likes' from the user stimulating further engagement outcome or brand loyalty and motivating purchase intention. However, the entertainment value is the enjoyment and pleasure generated through social media interaction associating with brands and other users (Attia, Aziz, and Friedman, 2012). Additionally, Agora and Agarwal (2019) also stated by referring to the findings of Ducoffe (1995) that, for considering advertisement value the ad must contain utilitarian facilities for subjective assessment addition, consumers are seeking to be stress-free or want to be relaxed while using the Facebook brand pages (FBPs), revealed by the previous social media academics, such as; Jayasingh (2019), Vale and Fernandes, (2018); Carlson et al. (2018), Tsai and Men (2017), Azar et al. (2016), Zhang and Mao (2016), Tugney (2015), André (2015) and Bolton et al. (2013).

Linking with the above discussion, earlier scholars have revealed some influential qualities of entertainment value in inducing the intention-to-purchase of Facebook ads. Connected to this, active brand pages in social media majorly contribute to connecting with consumers, making them engaged and motivating them to co-create interesting relevant stimuli (Carlson et al. 2018; Jahn and Kunz, 2012). Moreover, audio-visual content, contemporary issue-related discussion, watching videos, listening to music (Whiting and Williams, 2013), participating quiz or uploading images or videos consisting of brand experience are some identified entertainment activities ensuring engagement (Zhang and Mao, 2016; André, 2015). Avoiding monotonous routines, to get relaxing or emotional relief and enjoyment users actively participate in social media brand-related videos, images, and posts; previously found by Azar et al. (2016), Gummerus et al. (2012) and Muntinga et al (2011). In referring to advertising value, Facebook promotional contents attract audiences through entertaining videos, and photos positively enhance users' inner feelings (Gummerus et al., 2012). Moreover, the social influence to interact with friends and peers stimulate users to get engaged with the brand pages as a community (Jayasingh, 2019; Tugney, 2015; Bolton et al., 2013). Indeed, McClure and Seock (2019) posited that the larger social media community can influence with each other to be connected for interaction, updates, and searching for anything on them for entertainment. On Facebook, users are generally entertained by scrolling through the home page, learning about friends' activities, and taking updates on favorable brands (Basak and Calisir, 2015).

However, along with the above-stated attributes of entertainment, millennial users are also get influenced to purchase intention by discounts and monetary rewards. For instance, promotional discounts, recommendations of a friend, participation, and recognition influence users to be entertained with the FBPs, driving future purchase behavior revealed by Tsai and Men (2017). On the other hand, André (2015) and Gummerus et al. (2012) have explored that to check updates of the preferable brands and seek pleasure-enjoyment, millennial users are frequently visiting FBPs. Likewise, social media promotional payoffs; e.g. gifts, cash vouchers, discounts, and reducing price appeal are perceived by the consumer as entertaining features making the potential consumer's desire for engagement (Ji, Miei, and Huang, 2021). It is found Wang et al. (2017) that, such promotional payoffs stimulate consumers' purchase intention. Additionally, Jung et al. (2016) narrated that the more consumers are getting advertising benefits the better they are induced towards the purchase intention.

With the above stated, while using Facebook, entertainment value leads the user's satisfaction level higher and further develops a positive attitude towards the stimuli (Basak and Calisir, 2015), inducing intention-to-purchase. Research shows that a closer relationship between a person's understanding of advertising value (perceived value) increases the interest to involve and positively evaluate the sources towards marketers-driven action (purchase) (Attia, Aziz, and Friedman, 2012). In this way, the entertaining value of Facebook advertising nourishes the positive and enjoyable relationship toward the purchase intention of consumers (Muk and Chung, 2014; Ducoffe, 1996). Additionally, Muk and Chung (2014) postulated that in this way a sense of belongingness is developed between the page and the members of that community on SNS. Thus, the entertainment value of Facebook advertising influences millennial consumers' purchase intention if their friends engage in the advertising content from the FBOs.

H4: Entertainment value of Facebook advertising towards consumers' online engagement with Facebook advertising predicts intention-to-purchase.

2.7.5 Perceived Usefulness of Facebook Advertising to Purchase Intention:

Perceived usefulness is one of the fundamental features of information system reception affirmed by Ruiz-Mafe, Marti-Parreno, and Sanz-Blas (2013). Furthermore, it is the extent to which any

system will efficiently advance individuals' performance (Riaz and Sherani, 2021; Rauniar et al., 2014; Davis, 1989). However, it is the task accomplishment related to the consumer's purchasing task and expediency or with less effort through a Facebook fan page, which is referred to as perceived usefulness by Ruiz-Mafe, Marti-Parreno, and Sanz-Blas (2013). Attia, Aziz, and Friedman (2012) exerted that, perceived usefulness indicates how a person believes that a system may enhance his or her job performance. The word 'useful' means 'capable of being used advantageously' or 'free of an effort' (Aziz and Friedman, 2012, p.96).

How the perceived usefulness of SNSs advertising influences consumers' future purchase willingness, has been disclosed by renowned academics. Such as, as per the perceived usefulness concept of TAM, the consumer perceives the service derived from a technological object as facilitating solving their activity (Lin and Kim, 2016; Rauniar et al., 2014; Davis 1989), triggering the purchase of the object. Moreover, the perceived usefulness of TAM is considered as a perceived value of a system to improve the experience by the earlier authors. For instance, Rauniar et al. (2014) found that perceived usefulness influences consumers' intentions to use Facebook. Connected to this, Riaz and Sherani (2021) specified that as per Fishbein and Ajzen's (1975) TRA, attitude is the individual belief about the future possible behavior further sharpened by the perceived usefulness of TAM. From TRA, TAM has been developed by Davis in 1989 (Harrigan et al., 2021; Fard and Marvi, 2019; Rauniar et al., 2014; Muk, 2013). Connected to this, Bianchi and Andrews (2018) examined both TAM and TRA to reveal Latin American consumers' intentions to retail brand engagement on Facebook brand pages.

On Facebook advertising, perceived usefulness is comprised of identifying a range of products and services, matching with the features they are seeking in these products, tracking the updates of new products, reducing search time, and getting the pricing information of the desired products and services (Lin and Kim, 2016). Additionally, the convenience of any task accomplishment through Facebook ads, e.g. required information, settings of the page, and additional features, drive consumers' purchase interests (Riaz and Sherani, 2021; Bahtar and Muda, 2017). The combination of all these features motivates consumers' consideration of objects' usefulness, further affecting the purchase. For example, if any user understands the specific companies' brand pages are useful regarding purchase decision tasks, the activity has a stronger chance to occur (Ruiz-Mafe, Marti-Parreno, and Sanz-Blas, 2013). And, if any high-tech system is perceived as useful while

improving the act of the job, the perceived usefulness is present in the system motivates individuals to consider positively the intention and usage of the system (Lin and Lu, 2011). Consequently, Attia, Aziz, and Friedman (2012) stated that advertising's informational and functional value of offerings reduces consumers' perceived risks and utilitarian value solves specific problems. In maintaining social connectedness on Facebook, Cho and Son (2019) and Attia, Aziz, and Friedman (2012) proclaimed that individuals tend to share utilitarian values as perceived usefulness of using social media platforms. However, Corrada, Flecha, and Lopez (2020) examined searching information, communication, and product purchase experience on users' contentment with social media usage as useful attributes and its impacts on purchase intention. Also, the post-purchase decision stage can be highly impactful as, if the consumer's expectation is matched properly then the electronic word-of-mouth and likelihood of a future purchase from the same stimuli are formed (Azar et al., 2016).

In the SNSs advertising research domain, Lin and Lu (2011) proclaimed that Facebook enables many people to interact with each other by accomplishing task-oriented utilitarian activities, which is the perceived usefulness benefit. Additionally, the 'usefulness' of any SNS is more easily perceived when the individual user socially connects with a network of peers in a 'friendly' and relaxing online environment (Lin and Lu, 2011). Facebook fan pages combine numerous aspects of entertainment structures, updated information, and use functional and social benefits among same-minded consumer interest groups, impacting purchase decisions, as asserted by Ruiz-Mafe, Marti-Parreno, and Sanz-Blas (2013). It is proclaimed by previous researchers that, consumers' discernment of the usefulness of the advertisement through any SNS has a helpful influence on forming behavioral intentions (Bianchi and Andrews, 2018). In this regard, Lin and Lu (2011) revealed that females are intending to use new technology influenced by friends, peers, and colleagues. Liu (2010) Sharif et al. (2021)

H5: Perceived usefulness of Facebook advertising towards consumers' online engagement with Facebook advertising predicts intention-to-purchase.

2.7.6 Social Media Influencer Marketing to Purchase

Intention:

In making a purchase decision influencer marketing is reducing the gaps between brands and potential consumers on social media (Nguyen, 2020). Social media influencers (SMIs) authorized brand demonstration increases followers' purchase intention because of their credible attributes (Reinikainen, Maity, and, Vilma Luoma-aho, 2020; Djafarova and Rushworth, 2017; Lee and Watkins, 2016.) These third-party supporters establish users' perceptions by their audio-visual originaive content attached to distinctive brand recognition (Glucksman, 2017). Most importantly, influencers can drive their follower's behavior from intention to final consumption on social media (Nguyen, 2020; Anongdeh and Barre, 2019). In line with this, previous scholars, such as; Deng, Li, and Suh (2020), Lee and Kim (2020), Dhanesh and Dutchler (2019), and Wahane (2019) asserted that the consumer-brand relationship is enhanced organically and efficiently by influencer marketing tool. It is included that, SMI's self-generated content can induce a 6.9 times more powerful impact on consumers; decision-making relative to staged content (Ki and Kim, 2019).

Consumer purchase intention can be driven by influential opinions, and recommendations sourced from the SMIs in influencer marketing (Lin et al., 2021; Schouten et al., 2020; Lou and Yuan, 2019). Furthermore, the reinforcement of purchase intention among millennials is more stimulated by the spokesperson's quality shifted into product showcasing and well-match-up, as explored by Davis (2017). However, Lisichkova and Othman (2017) examined Fishbein and Ajzen's (1975) TRA and found SMIs positively stimulate the intention to purchase by affecting millennials' attitudes and subjective norms. Importantly, millennial consumers are now hugely dependent on social media influencers (SMIs) recommendations for their 'direct-calls-to-purchase' (Lee and Kim, 2020). In addition to this, SMIs are reducing the high uncertainty of risks of online purchases through an easy demonstration of the unknown information of brand consumption towards purchase intention (Lim et al., 2017). On social media, purchase intention can be formed by engaging consumers in searching for information on pre-determined product categories, alternatively; sometimes other positive experiences of product usage stimulate the future act (Lisichkova and Othman, 2017). Influencers' recommendations are increasing followers' purchase desire on Facebook and Instagram (Berne-Manero and Marzo-Navarro, 2020).

Davis (2017) found that young adults are more influenced by social media endorsers' lifestyles, buying habits, and user experiences. Furthermore, millennials' brand collaboration on social media praised the new dimension in social media marketing aiding SMI's direct interaction (Kalu, 2019; Wahane, 2019). Moreover, millennial social media users prefer influencers' opinions and guidance (Wahane, 2019; De Veirman, Cauberghe, and Hudders, 2017) in making a purchase decision. Along with this, influencers are partnered with brands for increasing the intensity of followers' purchase intention and embellishing the attractiveness of the product (Kay, Mulcahy, and Parkinson, 2019; Lou, Tan, and Chen, 2019; Schouten, Janssen, and Verspaget, 2019). Moreover, SMIs are more effective than celebrities found in several studies where the sponsored posts induce followers' positive behavior, for example; intimacy and purchase intention (Schouten, Janssen, and Verspaget, 2020; Jin and Muqaddam 2019; Lou, Tan, and Chen, 2019). Nam and Dân (2018) argued strongly to evaluate social media influencers' credibility aspect to understand consumers' purchase intention.

Influencers bring new dimensions through story-telling videos or informative thought-provoking content to entertain and connect with their followers. To persuade the intention to purchase the millennials the SMI's attractiveness, expertise and trustworthiness are explored as the most required characteristics by marketers (Davis, 2017), which is proposed early by Ohanian (1990) in the source credibility model. Indeed, these are significantly stimulated to achieve purchase intention through social media influencer marketing (Lim et al., 2017).

The young micro-influencers on Facebook are always on a quest of searching latest issues and deliver fun, emotional story-telling and informative way of product presentations that persuade their followers to behave accordingly (Hudders, De Jans and De Veirman, 2020; Wang, and Lan, 2018). This research is to comprehend, how the millennial generation reacts to the concept of social media micro-influencer. These foundations adequately support examining influencers' characteristics as an independent variable impacting consumers' purchase intention. This makes it crucial for the researcher to look into this layer or generational stance of the population closely (Wahane, 2019). Thus, it is to investigate whether Facebook influencers are capable of increasing purchase intention or not as a marketing tool.

H6: Social media influencer marketing toward consumers' online engagement with Facebook advertising predicts intention-to-purchase.

2.7.7 Consumer's Online Engagement to Purchase Intention:

Consumer engagement has been identified by previous researchers as the mental state combination of commitment, power, and dimensions toward brand authenticity (Perreault and Mosconi, 2018; Zheng et al., 2015, van Doorn et al., 2010). Recent academics it is exposed by supporting van Doorn et al. (2010) that, consumer engagement is a 'unidirectional manifestation' (Tiruwa, 2019), in equalencing brand information, peer information, and content accuracy (Erdem, Durmuş, and Özdemir, 2017). In any online setting or media, a consumer's online engagement has been identified as a multidimensional notion in which three concepts are highlighted by earlier academics: cognitive, affective, and behavioral (Dessart et al., 2016; Islam and Rahman, 2016; Hollebeek, Glynn and Brodie, 2014; Oviedo-García et al., 2014; Brodie et al, 2013; Vivek et al., 2012).

Gummerus et al. (2012) posited that consumer online engagement in SNSs is implemented by the brand owners through varieties of product information to impact cognitive, affective, and behavioral engagement levels altogether. Adding to this, Bento, Martinez, and Martinez (2018) found consumer engagement as the amalgamation of psychological and behavioral activities, whereas, Rajapaksha and Dk (2019) stated it is an emotional connection only. This is supported by many renowned academics: Argyris et al. (2020), Florenthal (2019), Lou, Tan, and Chen (2019), Jayasingh (2019), Tiruwa (2019), Rajapaksha and Dk (2019), Voorveld et. al. (2018), Perreault and Mosconi (2018), Sanne and Wiese (2018), Bounkhong (2017), Halaszovich and Nel (2017), Erdem, Durmuş and Özdemir (2017) and Dessart et al. (2016). General engagement to online engagement is differentiated, in terms of the activation of brand commitment to intertwine through the Internet to any item (Tiruwa, 2019; Mollen and Wilson, 2010; Sashi, 2012; Thomson et al., 2005). While engaging cognitively, consumers use their rationalization of the brand's quality, utility, functionality, and price (Halaszovich and Nel, 2017), on the contrary, affective or emotional engagement is justified with the sentiment of the brand features of intense impetus (Chen, 2017), and lastly the behavioral engagement of expressing like, comments, mentioning, tags, hashtags, click-through rate (CTR) are added by Agostino and Arnaboldi (2016), Kabadayi and Price (2014), Sabate et al. (2014) and Hollebeek et al. (2014), by observing the user's enthusiasm of straightforward activation with the evolution of SNSs ads.

Despite a growing number of works of literature exploring consumer engagement degrees in many aspects (Dabbous and Barakat, 2019; Kim and Ko, 2012), in recent years of SNSs explosion in consumers' lives, former research has examined consumer online engagement by adopting Gummerus and colleagues (2012) pattern of on 'likes' 'comments' and 'shares' Facebook advertising. Of these are: Tiruawa (2019) asserted Facebook brand page advertisements as the online brand community (OBC) in exchanging variations of ideas concentrating on brands on the page (Perreault and Mosconi, 2018). Such interaction and interchange of ideas encourage brand participation and influence the followers to be converted into the consumer persuaded by cognitive and affective engagement (Jermsittiparsert, 2019; Ho, 2014; Schaffer 2013). The regular checking of notifications and scrolling on the home page is also referred to as consumers being engaged online (Carlson et al., 2018; Van Doorn et al., 2010)., Kabadayi and Price (2014) stipulated, that the images and videos of Facebook ads perform an important role in inclining consumers' online engagement. Connected to this, the personalized-advertising tools, algorithm, Facebook business suite, and engagement tracking software induce the user to put a comment on the ads on FBPs (Florenthal, 2019; Dessert et al., 2016; Danieli, 2016). However, among the likes, comments, and shares, earlier scholars proclaimed that 'comment' is more influential (Mukherjee and Banerjee, 2017; Kabadayi and Price, 2014), on the contrary, Jayasingh (2019), Vale and Fernandes (2018), Azar et al. (2016), Oviedo-García et al. (2014), Gummerus et al. (2012) and Muntinga et. al. (2011) argued both 'like' and 'comment' is impactful to make consumers the purchase decisions regarding the Facebook ads. In between the sponsored and organic ads on Facebook, past literature revealed that sponsored ads automatically displayed on the news feed of the user's account count for more online engagement (Rajapaksha and Dk, 2019; Wen, 2019; Jung et al., 2016). In recent years, along with the alluring settings, creative appeals, values, and usefulness, Facebook ads through brand pages capture more engagement by publicizing special offers, monetary rewards, and discounts associated with the advertised brands which are driving consumer's purchase intentions (Tiruwa, 2019; André, 2015).

According to Fishbein and Ajzen's (1975) TRA, purchase intention is the inclination to the act of purchase in the upcoming future and can be influenced by an individual's positive attitude and the subjective norms of peers (Corrada, Flecha, and Lopez, 2020; Chetioui, Benlafqih, and Lebdaoui, 2019; Rajapaksha and Dk, 2019). Accordingly, by making consumers engage online (Lilija, 2019), advertisers are modifying the target consumer's attitudes and influencing 'friends' on SNSs the

brand owner assures the brand's future purchase consideration (Harwanto, Nuari, and Christian, 2020; McClure and Seock, 2019; Dharmesti et al., 2019). Furthermore, if any consumer's inner beliefs, perceptions, and needs are matched with the ads of any brand, the positive or negative behavior attitude is moving toward the purchase (McClure and Seock, 2019; Ruiz-Mafe, Marti- Parreno, and Sanz-Blas (2013). Additionally, the likes, comments, and share activities of brand content by peers are more trusted by the millennial consumer on Facebook than other sources (Jayasingh, 2019; Jambulingam et al., 2019; Oviedo-García et al., 2014). Likewise, Sanne and Wiese (2018), Perreault and Mosconi (2018), Kountouridou and Ioannou (2018), Halaszovich and Nel (2017), Lee and Hon (2016), and Gummerus et al (2012) found the same result. Therefore, the consumer's liking, commenting, and sharing behavior motivates an individual's inner belief to do or not to do an action (attitude) and social pressure from 'friends' is directed towards the purchase willingness in the future, proved by the SNSs academics (Dabbous and Barakat, 2019; Cho and Son, 2019; Lee and Hong, 2016; Muk and Chung, 2014; Cvijikj and Michahelles, 2013).

H7: Consumers' online engagement with Facebook advertising predicts intention-to-purchase.

This paper contributes to the literature by representing a useful and contemporary understanding of consumer behavior theories in the social media networking context specifically in the Facebook advertisement context, based on three popular models TRA, TAM, and the Advertising Value Model. Previous research on social networks revealed resourceful insights but may be difficult to implement regarding the generalization of the models' extension and user's demography on overall social media networks. Whereas this paper has empirically proposed the conceptual framework by investigating the antecedents of the most popular social media advertising platform, Facebook, integrating four separate consumer behavior models and two theories toward millennials' purchase intention. This model may provide the latest understanding for researchers aiming to comprehend millennials' intention-to-purchase in developing country context for the popular social media site, Facebook. Moreover, how the millennials could be engaged effectively by Facebook ads, the desired information, entertainment, perceived usefulness, attitude, and social media influencer marketing on purchase intention by consumer's online engagement as a mediating variable.

2.9. Chapter Summary:

The chapter has presented a review of the literature in six sections, encompassing identification of literature review, advertising value model, technology acceptance model (TAM), social media influencer marketing, source credibility model, parasocial interaction (PSI) theory, consumer online engagement, theory of reasoned action (TRA) and empirical review of millennial consumer's characteristics, Facebook advertising through Facebook brand pages and fashion products, event management and photography services Facebook advertisement is a systematic order. The first section discusses the introduction of the chapter, and in the second and third section, with the literature review context of this research and the identification of the literature review is included. Thereafter, the fourth section incorporates a theoretical framework of the study which has five subsections, the advertising value model, technology acceptance model (TAM), social media influencer marketing, Consumer engagement, and theory of reasoned action. After this section, the fifth section includes, empirical review included in the fourth section which comprises three sections, including millennial consumers' usage of SNSs, Facebook Advertising through Facebook Brand pages (FBPs) influencing consumers' online engagement, and purchase intentions. In the sixth section, the fashion products, event management, and photography services Facebook Advertisings' influence on millennial consumers' purchase intentions are discussed and in the seventh section, the study incorporates the identified research gap in the existing literature. Thereafter, the eighth section discusses the conceptual framework of the research and the hypotheses of the study. This section ended up with chapter 9 as the chapter summary.

The next chapter presents a brief discussion on Facebook advertisements in Bangladesh.

Chapter 3: A Brief Description of Facebook Advertising in Bangladesh

3.1. Introduction:

This chapter presents an overview of social networking site (SNSs) advertising in Bangladesh by mainly focusing on Facebook advertising. Moreover, this chapter aims to comprehend and outline the millennial consumers in Bangladesh using Facebook with the evidence of several contemporary studies' findings relevant to this research context. After that, the Facebook Advertisements of local-fashion products, event management, and photography services Facebook Brand Pages are discussed by highlighting the practices in Bangladesh which further explores the major strategies that brand page owners and advertisers are following to persuade millennial Facebook users. Finally, the chapter ended up with a summary of the chapter.

3.2. An Overview of Social Networking Sites (SNSs) Advertising in Bangladesh:

In the recent global digital evolution, social networking sites (SNSs) advancement is noticeable in terms of consumers' spontaneous adoption of information and subjective improvisation toward an object. Faruq et al. (2017) posited that SNSs are a phenomenon that combines similar-minded people connected through active interaction. Besides meeting up social needs, the users of SNSs fulfill their intellectual requirements and wants by judging the information pattern and attributes of resources (Ji, Miei, and Huang (2021). To operate SNSs, individuals have to open up an account or a profile to establish a connection to the SNSs (Hasan, Hoq, and Rahman, 2019; Boyd and Ellison 2008). As per Manik (2015) and Rahman (2015a), Bangladesh is a developing country with a huge potential for social networking sites (SNSs) usage for millennials in the country. In Bangladesh, the giant portion of consumers aged 18 to 38 (75 percent up to December 2021, Datareportal.com, 2022) has adopted SNSs both for online connectivity and for offline exposure (Ghosh, 2019; Chowdhury and Akter (2018). Parallel to this, Bristy (2015) postulated that having problems in a few infrastructural sectors, Bangladesh is gradually upsurging in its technological sectors with the advent of the Internet. Emerging countries are incorporating social networking

sites (SNSs) for the best utilization of their marketing strategy to reach a massive base of potential consumers, Faruq et al. (2017) specified that Bangladesh is one of them. Furthermore, Hasan, Hoq, and Rahman (2019) asserted that Dhaka was the 2nd prominent city in the world with over 20 million active Facebook users in 2019. Connected to this, Facebook, Instagram, Twitter, YouTube, and LinkedIn are the popular SNSs utilized by many stores for their successful online existence for the dissemination of product information during festivals, occasions, and in ordinary off-season time in Bangladesh (Hasan, Hoq and Rahman, 2019).

In Bangladesh, the explosion of SNSs users has become a blessing for advertisers and marketers revealed by many researchers considering Internet usage and technological rising. Such as; Momen et al. (2020) examined the use of SNSs toward entrepreneurial success and exposed that, Bangladeshi entrepreneurs are facilitating their promotional activities with the accumulation of ease and development of the Internet in the nation. In addition to this, Hasan, Hoq, and Rahman (2019) and Faruq et al. (2017) identified that the rapid diffusion of innovation with the adoption of SNSs in Bangladesh is moreover visible due to the high-speed 3G and 4G Internet connection on the individual mobile devices and affordable data packages finished up to the convenient days (from 512 GB up to 500 GB). Dutta (2013) stated about SNSs in Bangladesh through the Facebook brand page of Bikroy.com and stated that the number of Facebook users in the SNS domain is dramatically increasing. On SNSs, peer influence and meaningful opinion in a community setting (brand pages) drive the user to make the purchase decision regarding a brand and in Bangladesh, peer influence is one of the crucial factors in making consumers purchase (Hasan, Hoq and Rahman, 2019). Compared to the inhabitants of rural areas, the Bangladeshi people who are living in the urban area, are adopting technology faster to have consistency with the modern tech-savvy lifestyle (Bristy, 2015). And, in Dhaka, the capital city of Bangladesh peer communication on SNSs is very common based on a brand specifically on Facebook (Hasan, Hoq, and Rahman, 2019). Additionally, Manik (2015a) postulated that a larger portion of the millennials who are using the Internet and SNSs are residing in Dhaka, the capital city of Bangladesh, therefore organizations operating Facebook brand pages (FBPs) are seeking this segment's attention as a priority.

Among all the SNSs, Facebook has owned Bangladeshi consumers' trust, therefore, advertisers and marketers are implementing this as the best advertising tool (Hasan, Hoq, and Rahman, 2019);

Faruq et al., 2017; Bristy, 2015). In developing a powerful mode of connection among friends and other members of society there is no alternative to SNSs (Sharif et al., 2021; Bahtar and Muda, 2017; Jung et al., 2016), in Bangladesh Facebook is the best choice to accomplish these activities. Additionally, Facebook is the most useful SNSs in the online platform for personalized communication in targeting individual consumers through its paid campaign as demographic and regional information are available to marketers (Mawa et al., 2021). However, in Bangladesh, SNSs communication has become easier as consumers are learned to maintain the brand pages of these sites to express their opinions freely (Tanni, 2021). Moreover, Hasan, Hoq, and Rahman (2019) specified that Facebook brand pages (FBPs) include many dedicated fans and followers of a particular brand, which maximizes brand awareness easily. Accordingly, Facebook lives, watches, images, and short videos uploaded on the FBPs generate consumer interaction positively in experiencing the product in a good way (Hasan, Hoq, and Rahman, 2019).

Although Bangladesh is full of many opportunities for socio-economic development, the relationship between Facebook users in Bangladesh and the advertisement on Facebook is very scarce (Bristy, 2015).

3.2.1. Social Networking Site (SNS) Users in Bangladesh:

In 2020, as per the report of Statista.com (2020), there were 39 million Facebook users from Bangladesh which can be worth about Tk 312 crore (Tanni, 2020). This large user base establishes an influential market with untapped potential for future marketers (Aiman, 2020). As technological up-gradation is gradually improving people's lifestyles by every means, this is enhancing social networking usage among people, especially on Facebook (The Daily Prothom Alo, 2021). Concerning this, the market consisting of the young population in Bangladesh is rapidly increasing, which influences the adoption of digital marketing strategies and SNSs as the shopping platform (Manik, 2015b).

The number of social networking site (SNS) users in Bangladesh is increasing quickly which is evident as per the recently published data from Datareportal.com (2022). To make it clearer, among the 167.1 million population in January 2022 Bangladesh, 49.5 percent are females and the other half are males (Datareportal.com/2022-Bangladesh, 2022). Which, 39.7 percent of the entire population are living in the urban city, and 60.3 percent of people are residing in rural areas in

Bangladesh (Datareportal.com/2022-Bangladesh, 2022). With this, there are 52.58 million people using the Internet in Bangladesh up to the report of January 2022 by DataReportal.com. Between 2020 to 2021 due to the COVID-19 pandemic, the number of social networking site (SNS) users increased by 25 percent which is approximately 9 million (Datareportal.com/2022- Bangladesh, 2022). And, among the 167.1 million population a total of 165.8 million people have mobile connections individually, and surprisingly in this emerging country, 32 percent of users of Bangladesh actively use SNSs as per the report of Digital 2022, Bangladesh.

3.2.2. An Empirical Review of Facebook Advertisement in Bangladesh:

In emerging countries including Bangladesh, Facebook has initiated unlimited possibilities for consumers' and marketers' perspectives (Aiman, 2020). From 30 million users in 2019 (Aiman, 2020), Facebook is now occupied by 2.91 billion users in 2022 (Statista.com, 2022; Datareportal.com, 2022). Facebook commerce has opened up ease of joining the global business arena and meeting local demands for native business owners, found to Aiman (2020). One of the reasons for the number of increasing Facebook users in Bangladesh due to the massive number of Internet users. For instance, Aiman (2020) stated that in June 2019 the Internet subscriber amounted to over 96 million users. Privacy Shield Framework, (2022) has published a report which is detailed in this article addressed at <https://www.privacyshield.gov/article> reported that among the Internet subscribers in Bangladesh 30 percent are within the mobile-broadband subscription while only 2 percent have a fixed-broadband connection.

It is revealed that, in emerging countries where females and rural people are not so fortunate to have a permanent job or established business, Facebook brand pages (FBPs) are a blessing for them. Additionally, IDLC.com (2021) reported in this web address (<https://idlc.com/mbr/>) that, through Facebook brand pages (FBPs) diversified businesses have settled up their online stores regardless of launching any physical stores. E.g. many women in Bangladesh who were unable to pursue their job due to many problems, are successfully managing their own brand's Facebook page regardless of their remote location (Aiman, 2020). For example, by managing a Facebook brand page with an active follower base a page owner can earn from Tk 10,000 to Tk 1,00,000 per month, as the government in Bangladesh has not imposed a tax on this platform (Tanni, 2020).

Moreover, IDLC.com (2021) reported that young people who are oriented to start self-initiated ventures found the Facebook brand page a very useful tool to increase their brand awareness. And, Tanni (2020) discussed that through the advent of Facebook advertising in Bangladesh Facebook brand pages (FBPs) are easily accepted by young entrepreneurs.

The Facebook live feature is similar to a boon for Bangladeshi entrepreneurs to engage limitless consumers at a minimum cost by integrating entertainment, and useful features with an audio-visual application (Aiman, 2020). Along with this, effortless reach and target consumer engagement are two easy features of Facebook ads suitable to find potential consumers for Bangladeshi business owners (Hossain, 2021; Aiman, 2020). In terms of the Facebook user base, Bangladesh positioned 9th among the top 10 countries worldwide in 2021 (Resources, 2021). The government of Bangladesh is also providing several opportunities to encourage young entrepreneurs to start Facebook-based businesses. For instance, Resources (2021) stated that Bangladesh Bank is providing 4 percent interest-based small loans for the 4,00,000 small entrepreneurs who are conducting their businesses through Facebook brand pages (FBPs) in the year 2020. Also, the government is not claiming tax on the local transaction conducted through the Facebook brand pages in the country (Bdnews24.com, 2020), which is also a positive opportunity.

As per the e-Commerce Association of Bangladesh (e-Cab), Facebook advertising is getting popular in Bangladesh between 2014 to 2016 and in 2019 it is at its peak (IDLC.com, 2021; Aiman, 2020). In the total earnings of Tk 7,000 crore through online media, Facebook advertisements alone contributed Tk 1,000 crore to this income (Aiman, 2020). As per the data of the e-Commerce Association of Bangladesh (e-Cab), in the fourth quarter of 2019, there were 50,000 active Facebook brand pages own by Bangladeshi brands (Aiman, 2020), compared to 8,000 Facebook brand pages in Bangladesh as per the data of e-Cab report of 2022 (Privacyshield.gov, 2022). However, as per the latest data from Rabab (2021), there are about 46 million Facebook users in Bangladesh and 3,00,000 Facebook brand pages currently in Bangladesh (IDLC.com, 2021), **Figure 6 in Appendix B** is showing the details in this regard.

Few studies have focused on Facebook advertising's influence on Bangladeshi users considering many product categories. For instance, Hossain (2021) asserted that in Bangladesh majorly online local boutiques, local-fashion brands, photography, and event management services are dominant

in the perspective of Facebook brand pages (FBPs) advertisements. In these FBPs, women entrepreneurs manage half of these for their self-dependency where the majority of the products are local clothing, foods, handicrafts, native ornaments, handloom-based showpieces, etc. (Tanni,2020). Moreover, a study conducted by Manik (2015b) revealed that among the 426 respondents millennials aged between 24 to 35 from Bangladesh, 412 agreed to be influenced by Facebook advertisements of the different native brands in the country. Similar findings are revealed by Khatun et al, (2020) regarding the millennial or generation Y consumer online platform adoption in Bangladesh.

Within the minimum cost of managing Facebook brand pages (FBPs), the local-marketers are benefitted much which stimulates more brands to operate Facebook brand pages (Hossain, 2021). Among the established Facebook stores, millennials prefer to purchase online regularly through Kaymu.com.bd, Bikroy.com, and Rokomari.com. exposed by Manik (2015b). Adding to this, Riyasad (2021) stated by focusing on the COVID-19 situation that, young local entrepreneurs combat the challenging situation during the pandemic through Facebook as an online marketplace platform. The ease of ordering through Facebook brand pages increases consumers' stay-home orders from clothing to food, which fueled the locked-down entrepreneurs' enthusiasm. Moreover, the lockdown period during the COVID-19 pandemic has resulted in a lucrative opportunity for some overlooked businesses in the economic development of Bangladesh, in which Facebook brand pages are implemented wisely (Resources, 2021).

3.4. An Overview of Facebook Users in Bangladesh:

Wiese, Martínez-Climentb, and Botella-Carrubic (2020) asserted that although SNS users are increasing in developed countries, developing or emerging countries are not lagging behind them. Up to the available data from Worldpopulationreview.com (2022), Bangladesh has 33,713,000 users using Facebook actively in 2019 and is positioned 14th globally. Among the 156 countries worldwide using Facebook, Bangladesh positioned 9th in 2021 with the highest number of Facebook users with 48 million active Facebook users followed by India (1st position), the United States (2nd position), and Brazil (3rd position) (Vincos.it.com, 2022; DataReportal.com, 2022).

3.4.1. Millennial Consumers in Bangladesh Using Facebook:

Rahman (2015b) stipulated that, in the context of Bangladesh rather than managing a webpage or .com-based businesses, the Facebook brand page is much more convenient. The low cost of mobile internet and mobile data pricing in the e-commerce sector is triggering Bangladeshi millennials' digital media perception (Rahman, 2015b).

As the data revealed by Dean (2021) that, females (78 percent) are the highest users than males (66 percent) in terms of Facebook users for purchases and searching for reliable recommendations, Bangladesh is not exceptional in this.

In the above sections in this chapter, it is stated how millennial consumers in Bangladesh are influenced by Facebook advertisements. To clarify this, a few pieces of evidence from recently published reports may be drawn. Accordingly, NapoleonCat.com (2022) and The Daily Prothom Alo (2021) presented in a report that, in May 2021 the number of Facebook users in Bangladesh is 47.2 million which is 28 percent of the entire population in Bangladesh. Among these users, females are showing an increasing trend compared to males (**see Figures 8 and 9 in Appendix B**). Here, in January 2021, 30.9 percent are females and 69.1 percent are males with an average age between 18 to 24 years, who are considered to be 21.2 million in the total 47.2 million Facebook users (NapoleonCat.com, 2022; Statcounter.com, 2022). And, in December 2021, 32.1 percent are females and 67.9 percent are males aged 18 to 24, surprisingly within 11 months, the number of Facebook users in Bangladesh increased to 52,465,000 users from 45,490,000 in January 2021 (NapoleonCat.com, 2022). Furthermore, in terms of age group, people aged 25 to 34 are the majority number of people corresponding to 17.1 percent with an average age is 28.3 (Datareportal.com/2022-Bangladesh, 2022). This is showing the popularity of Facebook among millennials who are aged 18 to 24 in Bangladesh.

Whereas, other SNSs, such as Instagram, YouTube, Twitter, and LinkedIn are not that much accessed by millennial users in Bangladesh. For example, Instagram is composed of only 4.7 million Bangladeshi users which are 2.3 percent of the total population (NapoleonCat.com, 2022; The Daily Prothom Alo, 2021). And, LinkedIn's 4.1 million users generate 2.4 percent of the Bangladeshi users as per the data of NapoleonCat.com (2022) and The Daily Prothom Alo (2021). Also, through the latest empirical research Hossain (2021) asserted that in Bangladesh Facebook users are majorly dominant from the age group of 18 to 34. Regarding the regional Facebook

business, Hossain (2021) affirmed that 51 percent of consumer conversion, 41 percent of consumer advocacy, and 28 percent of consumer loyalty are influenced by the Facebook brand pages operating in Bangladesh. Consequently, the millennials in Bangladesh are active online on Facebook and Instagram and are habituated to shopping during off-peak business hours (Manik, 2015a). Therefore, it is clear through all this evidence that, Facebook is the number one social networking site (SNS) in Bangladesh accessed by the highest number of millennial users.

In an addition to the above details, Stat counter is a global organization, addressed at <https://gs.statcounter.com/reports> every year's individual countries' social media statistics and in December 2022 it revealed Bangladesh that; Facebook is the first SNS among all occupying 91.67 percent of users followed by YouTube, Twitter, and LinkedIn (see **Figure 7 in Appendix B**).

It is to add here regarding the recent report of The Daily Prothom Alo (2021) that, in the COVID-19 pandemic about 10 million Facebook users have increased along with Messenger, Instagram, and LinkedIn. In April 2020, around 9.3 million users access Facebook Messenger and in 2021 it increased to 42.1 million in total (NapoleonCat.com, 2022). Moreover, from Figures 3.3 and 3.4, it is evident that in 2021 between January to December, the number of Facebook users increased to 6,975,000 users, which is legitimizing the importance to conduct this research.

Millennials or Generation Y are born between 1980 to 2000 and are the dominant generation of baby boomers, born between 1945 to 1965 (Manik, 2015). Digging more deeper into this, Mawa et al. (2021) and Rahman (2015a) observed that, millennials or generation Y consumers in Bangladesh are depending heavily on online platforms for regular purchasing, with which Facebook being the dominant one. In Bangladesh, compared to males, females aged 18 to 25 are purchasing frequently through online shopping (Mawa et al., 2021; Manik, 2015a). The millennial generation or Generation Y is so well-informed regarding the contemporary issues of the world by solving any problems as per their meticulous sense (Manik, 2015). It is revealed that millennials spend an average of 17.8 hours daily on separate media for consuming content (Manik, 2015). Connecting to this, a large number of Facebook users are university students who use smartphones with Internet connections (Bristy, 2015). Similarly, Chowdhury and Akter (2018) proclaimed that young consumers are mostly students who have limited affordability; thus they respond more to discounts and offers regarding local fashion clothing. As per the findings of Mawa et al. (2021), millennial consumers on social networking sites (SNSs) are more stimulated by peers'

recommendations if they see comments and shares on the brand posts on the pages. However, 30 percent of millennials in Bangladesh value advertising messages if these are sourced from celebrities on Facebook, discovered by Manik (2015a). Specifically, the younger Facebook users in Bangladesh follow many brand pages to get updates and notifications on the various brands (Bristy, 2015).

It is noted that few studies have conducted the Bangladeshi millennial consumer's behaviors regarding the SNSs, i.e., Manik (2015) conducted a comparative study about millennials' social media consumption behavior between Bangladesh and the United States (USA) and found millennials in both countries embraced Facebook as the first choice. However, this study is qualitative and does not specify the concrete factors of Facebook advertising influencing both countries' millennials' behavior. Additionally, Rahman (2015a) analyzed how millennials in Bangladesh perceive the online market and revealed that millennials dislike pop-up ads and prefer personalized digital ads. But the study lacked sampling accuracy, data collection method, and generalizability. Concerning this, Rahman (2015b) and Khatun et al. (2020) exposed that the ease of operating Facebook motivates consumers aged 24 to 35, especially females to engage with Facebook brand pages for the desired purchase. As per the findings of Khatun et al. (2020), clothing, footwear, jewelry, and watches are the most ordered products through FBPs among the millennials in Bangladesh. Similarly, Mawa et al. (2021) affirmed that including clothing, beauty products, gadgets, and food items influences 60 percent of females' purchase intention through Facebook ads. Nevertheless, these three studies were not able to adequately represent the research gap by following any established process of literature review, method of data analysis and the implications of the research are vague. However, few authors have found some factors of Facebook ads in the context of Bangladeshi users. Such as involvement, usefulness, and convenience result as the dominant factors of Facebook advertising in Bangladesh regarding the users as university students (Bristy, 2015). Likewise, besides the connectivity and looking for updates, younger users in Bangladesh use Facebook because of enjoying the content and entertainment value (Faruq et al., 2017). But these papers did not clarify the data collection procedure with proper data analysis techniques.

3.5. Facebook Advertisements of Local-fashion products, Event Management and Photography Services Facebook Brand Pages in Bangladesh:

3.5.1. Local-fashion products:

In previous years, Bangladeshi entrepreneurs in the fashion sector started businesses without any concrete planning (Rahman, 2019). However, in the early decades of the twenty-first century, Bangladesh was not so popular in the fashion domain (Asjad, 2020). The yearly per-capita revenue is increasing rapidly in Bangladesh, which influences the consumers purchasing affordability, and this impacts the fashion industry's ability to meet rising middle-class and lower-middle-class consumers (Asjad, 2020). Marketers use inexpensive but quality ingredients to make clothing, jewelry, handbags, shoes, and styling ornaments to fix the price in a reasonable range considering the affordability of middle-class consumers and young consumers (Rabby, 2011). This industry is empowering the turnover of the country and economic development through creative home-grown products. Only a few organizations, such as; Aarong, Cats Eye, Nipun, Tangail Sharee Kutir, KayKraft, Nabarupa, Banglar Mela, Anjan, Sailor, Sada Kalo, and Rang were dominant in the native cultural style uplifting and attire (NogorPolli.com, 2021; Ruti, 2009). As per the data of 2019, there are more than 5,500 fashion houses in Bangladesh earning over Tk 85 billion yearly (Rahman, 2019). These individual fashion organizations are responsible to create their brands within the fashion sector from idea generation, designing, weaving, sewing, embroidering, packaging and finally distributing to their target market. The distinctiveness, design, personality, imaginative design, endorsed models and artistic value trigger the Bangladeshi consumer's desired attributes when purchasing locally-produced fashion products (Ahmed and Ahmed, 2013). There are four types of fashion designers in Bangladesh: in-house designers who work on their own, freelance designers who sell their products to other fashion houses, self-employed fashion designers who have individual clients, and specialty-store fashion designers (Chowdhury, 2021; Ahmed and Ahmed, 2013).

However, in an aim to attract millennial consumers' purchase intention, a worthy number of indigenous-fashion houses in Bangladesh utilize Facebook advertisements by maintaining their

brand pages, which is not yet revealed by existing academics. Therefore, this research is focusing on all of these native fashion designers' local-fashion products which are promoted through Facebook advertisements on their Facebook brand pages.

Most of the clothing and handwork are made by rural artisans in Bangladesh who are staying in remote areas. Moreover, preparing one simple hand-loom 'Jamdani Shari' would take a minimum of three to six months for these rural artisans within a customary technique (Chowdhury, 2021). This way the fashion brands are uplifting the labor of love and reserve the Bangladeshi cultural heritage. The local or native or indigenous fashion products are the composition of clothing, accessories, and customary materials belonging to a specific culture of a region or a country (Ruti, 2009). Furthermore, home-grown fashion houses are subsidizing the hand-woven sector and underprivileged rural people in this way (Rabby, 2011). The patriotic Bengali consumers respond positively to these indigenous brands by wearing 'deshi ponnya' (local product) (Asjad, 2020). Moreover, as per the Fashion Entrepreneurs Association of Bangladesh (FEAB), the fashion industry has created 10 million job opportunities for people in Bangladesh (Rahman, 2019). The season-dominated monsoon and the hot-humid weather in Bangladesh, habituated its inhabitants to wear comfortable clothing made from natural artistries rather than synthetic fabrics nylon and polyester (Chowdhury, 2021).

When the products are developed in a specific area only with the available resources, materials, and special crafting skills to meet the demand of regional people, it is known as local products (Chowdhury and Akter, 2018). For instance, local-fashion products in Bangladesh refer to the products that originated in Bangladesh and conducted business in the country's fashion sector. The place where the art of fashion design, aesthetics, and artistic creations are applied to clothes and accessories, is known as a fashion house (Ahmed and Ahmed, 2013). Connected to this, in Bangladesh, the trends in the fashion sector for young consumers fashion varies intensively which is representing local culture, atmosphere, religion, and heritage (Ruti, 2009). In **Figure 10 in Appendix B** the benefits of local brands in Bangladesh are presented.

The locally-produced fashion products are including clothing (shari, blouse, panjabi, lungi, fotua, salwar kameez, uttorio, shawl, scarfs, t-shirts, executive shirts, koti, skirt-tops, kids wear, jeans, denim pants, palazzo, blazer, jacket), ornaments (gold or silver or pearl or wooden or bamboo or

jute or local-yarn or clay-made), leather shoe, purse, jute or leather or cotton-based handbags, perfumes, watch, sunglass, handicrafts (Asjad, 2020; Chowdhury, 2021; Ahmed and Ahmed, 2013; Ruti, 2009). The clothing products are also segmented into ethnic wear, casual wear, and formal wear in the local fashion houses (Nogorpolli.com, 2021; Chowdhury and Akter, 2018). Among these products, clothing brands originating in Bangladesh are addressing consumers' native tastes through unique-indigenous styles and designs (Rabby, 2011). Besides meeting the local demand domestically, these fashion houses are exporting their brands globally (Rabby, 2011). The handloom-based local products made with skilled fingers from the love of rural people have become an indispensable part of our culture and lives (Chowdhury, 2021). The handloom industry is now totally dependent on the fashion houses in Bangladesh as this industry is contributing to increasing the consumer demand for handloom products adoption nationally and globally (Rahman, 2019).

The local-fashion industry in Bangladesh is responsible for making festival-based clothes with local-available fabrics popular, among middle-class consumers (Rahman, 2019). Bangladesh is a country of festivals and celebrations, where Pahela Baishakh (the first day of the Bengali new year) and Pahela Falgun/Boshonto (the first day of the spring of the Bengali calendar) are the featured festivals regardless of religion and credo. On the other hand, the Eid-ul-Fitr followed by Eid-ul-Adha, and Durga Puja is the three biggest religious occasions in the country. Besides this, the national days of Victory Day (16th December), Independence Day (26th March), and International Mother Language Day (21st February) are also celebrated in the country showing different manners. These festivals and occasions are the own heritage of the people of Bangladesh, where the fashion industry is indispensably contributing to the values, beliefs, and morals of the people. Annually, the fashion houses are achieving a significant amount of profit during Eid-ul-Fitr (40 percent), and in Pahela Baishakh (20 percent) (Rahman, 2019). For example, in the Pahela Baishakh, the celebration is incomplete without Shari and Panjabi coloring red and white (Chowdhury, 2021), in Pahela Boshonto importance is given to orange, red, yellow alike bright color dresses, in the religious festival's elegant designs and artistic flavors of white as the symbol of Islam is highlighted. On the other hand, on International Mother Language Day, to remember the sacrifice of the national martyrs in 1952 black colored dresses are adopted whereas, on Victory Day, to celebrate the national accomplishment, the color of the Bangladeshi flag red and green is emphasized as the attire of the people.

As fashion products are made with locally available materials, fabrics, and cotton within the national border, the final price of the items is within the budget of young consumers. Nowadays Bangladeshi designers in this sector are paying more attention to the taste and preferences of young consumers, as young consumers easily accept the new and latest ideas if they perceive them as quality full (Ahmed and Ahmed, 2013). The fashion designer is responsible to make an alignment of culture, tradition, social needs, and unique thoughts as the reflection on his/her fashion products (Ahmed and Ahmed, 2013). Moreover, fashion entrepreneurs are embracing SNSs advertising tools to promote themselves, within which Facebook advertisements through brand pages and groups are more useful (Tbsnews.net, 2021). The individual fashion houses maintaining the Facebook brand pages have become an interactive online marketplace for promoting and selling sorts of local clothing, handicrafts, ornaments, shoes, handbags, and other fashion accessories (Asjad, 2021; Tbsnews.net, 2021). On these pages, the local-small fashion enthusiasts and artisans upload videos, images, and attractive stories behind the production of the clothes as well as decorative handmade, showpieces, perfumed candles, and traditional-homemade local food (Bengali desserts or pitha, sweets or mishit, biriyani, etc.) including the materials used, time to make them and the price range (Tbsnews.net, 2021; Textiletoday.com, 2019). The name of the few popular small-fashion enthusiasts who are managing their handloom-based fashion businesses through Facebook brand pages is Shuksari, Kathgolap, Adhuna Fashion, Sareez House, Panchphoron, Pavonis, Shundori, Koinya, etc.

3.5.2. Event management:

Bangladesh is a country, where music, dance, rituals, food delights, and recently the photography of the events are the rejoicing the social events more vibrantly. The concept of event management services is not new; indeed this is the 'booming sector' in the service industry of Bangladesh (Uddin, 2018). Nonetheless embracing Facebook brand pages to reach target consumers is a new concept in the business sector in Bangladesh for the last few years. Previously, for organizing any social or corporate, or educational events the authority must plan by themselves and maintain each and everything with the support of their human resources, which sometimes caused problems. It is a difficult task to manage many things in an event within a few times if there are no experts or experienced people. This situation has become almost outdated now, as the civic people are majorly from a nuclear family having private services as their livelihood, and Uddin (2018)

observed that the time limit to arrange these events is an issue to think about. In Bangladesh, the gross domestic product and other economic indexes show that its nationality's income level is in upward every year (Businessdaily24.com, 2022). The government-imposed tax and legal requirements to start an event management business are very simple in the context of Bangladesh. Uddin (2018) found that the event management business in Bangladesh is yet to be organized more. Over the last decade, three event management organizations are famous in Bangladesh: Jetset PR, Antar Showbiz, and Wizard, and later the ad agency Asiatic launched 'Asiatic EML' for organizing events (Uddin, 2018). The report published by BDwedding.com (2019) disclosed that presently there are top 10 event management companies that maintain both physical and online (Facebook) presence to the audiences: Enchanted Events and Prints, Out of the Blue Design Studio, Reg Elegance Events, Shajahan Wedding Planner and Event Management Limited, D'Mirror Event and Photography, Décor and Divine Event Planner BD, etc. These organizations have years of experience in delivering innovative designs, attractive interior décor design, and floral decoration and many of them are offering professional photography services also (BDwedding.com, 2019).

It is seen that young people who are very passionate and creative to start something new as an entrepreneur, are starting event management businesses as a venture to do something unique. All of these backgrounds have triggered the adoption of the event management business in Bangladesh. Moreover, as the majority of the population in Bangladesh right now are millennials, aged 25 to 34 (Datareportal.com/2022-Bangladesh, 2022), the product and service adoption will be not alike to the previous generation. Therefore, marketers in this sector have to consider critically the changing requirements of their available consumers and the expectations of the potential consumers. It is to add that, the event management business is a growing sector all over the world, in New Zealand an experienced event planner can earn 65,000 dollars for his/her effort. Moreover, Woodward (2019) proclaimed that the event management business is getting acceptance worldwide because of its dynamic nature, low investment, and limited risk. Additionally, the economic development in Bangladesh is growing rapidly therefore corporate events to individual programs need professional event managers to make their events memorable (Uddin, 2018).

Events are the extent to which social gatherings or programs (commercial or non-commercial) happen in a specific place where selected people or invitees are present to attend them (BDwedding.com, 2019). These events can be social events (weddings, birthdays, anniversaries, and engagements), corporate (conferences, board meetings, announcements, and seminars), entertainment (release of a movie or music video, celebrity show, and award program), and educational (annual sports, conferences, education fairs and picnics) (Uddin, 2018). As social events are more personal, the customization and the personalization of event management is a major fact to consider. Most often, wedding events in Bangladesh are separated into 4 to 5 events including the Engagement or Akdh program, Gaye Holud, Mehendi night, Wedding program, and Reception party. Event management is a method through which a focused event is organized toward a specific target audience that involves concept development, planning, making financial arrangements, and performing (Sutton, 2020; Uddin, 2018). The way an event manager manages the clients' expectations from organization to execution is very similar to project management (Sutton, 2020). Therefore, the event manager integrates all of these issues while scheduling the appointment with their clients. Therefore, the event manager integrates all of these issues while scheduling the appointment with their clients.

However, this research is based on social events after observing that millennial consumers in Bangladesh are gradually adopting event management services that have a strong presence on Facebook.

3.5.3. Photography services:

Photography can be a storehouse of memories in a moment, which can be art also (Eden-gallery.com, 2021). However, the difference between photography and art can be drawn by the purposes. For example, if the intention is to sell products or documentation or for personal photography, these will be considered non-artistic photography (Eden-gallery.com, 2021). Additionally, the personal photography of family photos, selfies, and regular portraits are not included in photography art (Eden-gallery.com, 2021). Connected to the above discussion, among the specialized categories of photography: interior, industrial, food, advertising, and architectural, wedding photography services in Bangladesh gained much attention among young consumers and it is the most frequently adopted service (Nbyit.com, 2022).

In Bangladesh, the evolution of photography services is adapted to the changing nature of technology. In this regard, Hoq (2015) stated that newspapers were the only employer to recruit photographers for covering the news, in the initiation of photography service in Bangladesh. However, the adoption of photography in the native people's lifestyle is mainly urged by the families from the upper-class society arranging a wedding program or any special events in the family. Specifically, wedding photography in Bangladesh is evolved since the year 1826, but couples were not so free to record the actual wedding through the photographer (Rahman, 2016). In the inception of wedding photography, it was only limited to a studio-based photoshoot as the camera, lighting instruments, and other objects were so heavy and large. In the later year 1860, after the accomplishments of the wedding ceremony the couples posed by wearing their weddingclothes and go to the studio or hire a photographer to take the photo from their residence (Rahman,2016).

Some of these photographers manage studios on their own, where people used to go for capturing special photos, e.g. family photos, passport photos, modeling photos, etc., and to print the films into photos. After the availability of cameras and film rolls with the improvised lighting effect in the 20th century, photographers are hired to capture a few wedding moments photos which they sold later at a high price (Rahman, 2016). Now, photographers are perceived to be very respectful in society because of their polished execution and dedication to making events more memorable through their lenses (Hoq, 2015). Additionally, Hoq (2015) asserted that wedding photography is an exclusive opportunity where the photographers can work of their free will to express their talent. Every year, the wedding photography fair is organized in Dhaka where the best photographers are identified and hired by the top-positioned wedding photography service companies (Hoq, 2015). This incident is indicating the competition level and the importance of this sector in the current situation in Bangladesh.

Through the advertisements on Facebook, photographers can demonstrate their packages and details of the campaigns to the advertisements and on their brand pages, this is executed as a format of storytelling. Consequently, Rowse (2011) specified that Facebook is an excellent platform to promote specialized photographers' skills through vibrant content of images, videos, and stories. Facebook has in-built tools to resize the cover photos and profile pictures for the brand pages (Skylum.com, 2022). By managing a photography service page on Facebook, the page manager or

photographer can increase the reach by applying custom tabs on the pages with appropriate photos and videos for focused segments (Rowse, 2011). Indeed, Facebook pages are more valuable than groups, in terms of photography services. It is because the page admin and the photographer get unlimited viewing restrictions, and followers can choose to follow after satisfying with the page contents as well as express their interests in the future service (Skylum.com, 2022). These facilities are exclusively designed for the Facebook brand pages, which can be advantageously utilized for effortless searches. To make available the posts uploaded from the photography page on the follower's newsfeed, the page admins post three to five times weekly integrating with interesting topics among the followers (Rowse, 2011). Interestingly, the 'behind-the-scene' stories of special photo and video capturing moments are perceived as authentic to the followers which increases the pages' credibility (Chang-Soon, 2022). To celebrate special achievements, e.g. increased number of followers on the page, the special reward of the performance, etc. are featured through the 'thank you videos' which are pinned on the photography page for more engagement. To increase the pages' engagement and consumers' awareness the teaser videos about the upcoming offers and updates are made available to the followers (Chang-Soon, 2022). A longer page icon, customization techniques on the page settings, and creatively captured photos induce potential consumers' attention toward the photography page (Rowse, 2011). As the photography business is expected to be more visual than other service categories, thus the engaging videos and images captured in an appropriate context, appeal, and execution are more privileged (Chang-Soon, 2022). Engaging videos on the brand page can develop an awareness of the photographer's skill in an artistic way which lures consumer engagement also. However, the abundance of posts and target-consumer-oriented captions does not allure consumers' engagement to the page for a longer time.

Because photography services brand pages on Facebook are a new concept to think about, thus, to manage the page effectively marketers and advertisers analyze their target audiences (West, 2016). To attract followers the photographers carefully dwell on the page design, slogans, profile pictures and cover photos, empathetic communication, and the inclusion of the type of camera, and editing software used to capture the photo or videos on their pages (Skylum.com, 2022). By identifying the profile and preferences of interested consumers, professional photographers capture and modify the photos and videos in that way (West, 2016). For example, if the follower and the potential consumers are from all levels of demography then the vision can be very general. To increase the audio-visual content shared by the followers from a photography brand page, the

wedding photographers are applying several software and graphics to make the content more alluring. They upload short-trailer-like videos with emotional and catchy stories on their pages about the captured events. This resonates with the followers to like, comment, name mention, and tag friends by sharing the content on their wall and sharing the content voluntarily (West, 2016). The satisfied consumers who have experienced the services from the photography page, the testimonial of these consumers, e.g. why they had chosen this service, how their expectations matched with the photographer's service performance, are the utmost advertising strategy on Facebook about photography services, referred by Chang-Soon (2022). In this way, interested consumers who have similar events or backgrounds, are intended to develop the service experience from the photographer through the page.

Along with the page design, the quality of the sound, lighting, focus of the camera, and background of the focus of both video and audio are perceived to be important among consumers (Chang-Soon, 2022). Providing these technical facilities, photographers in Bangladesh facilitate their consumers from many perspectives to execute their best shot, observed by the researcher in this study. For example, during the time of taking photos or videos, photographers suggest poses and even have an interactive discussion to ease their client's comfort level, to best reveal their service. Additionally, in the scenario of Bangladesh photographers give the flexibility of the negotiable price for their service package to their clients. Concerning this, many wedding photography services on Facebook offers budget-friendly packages which include the number of photographers, the number of raw, edited and processed photographs, appointed service hour to capture photos in addition to the amount of videography. By acknowledging these packages, terms, and conditions the consumers are finalized their choices and confirm the schedule on the due date by paying a minimum of twenty-five percent money. Some of the famous photography services managing Facebook brand pages (FBPs) in Bangladesh are Israt Amin Photography, Dream Weaver, Wedding Dairy, Wedding Chronicles, Chitragolpo, Wedding Pages Bangladesh, etc. This research has chosen to investigate the Facebook advertising of photography services in Bangladesh for some specific reasons, which are not disclosed by the existing academics.

- **First**, In the present century with the availability of photos and videos in every person's life, photography service is a common practice that everyone desires. Especially, in the event of a wedding program, people are seeking to capture their lifetime moments in a

frame. And, in terms of the tech-savvy millennial generation the adoption of photography services in the wedding ceremony by an expert photographer and team, and uploading them on SNSs, has become a common trend in Bangladesh.

- **Second**, moreover, it is seen from the current practice that many young-educated individuals have proven themselves as a professional photographer in this field as a profession in this emerging country. These young-photographer entrepreneurs apply Facebook advertising in Bangladesh by managing their photography brands' Facebook pages (Nbyit.com, 2022), as it is an excellent opportunity to express their creations and target specialized consumers synchronizing with their skills.
- **Third**, however, there is a dearth of data accuracy regarding the statistics of the photography market and several Facebook brand pages in this service in emerging countries including Bangladesh. Moreover, what specific factors influence the consumer's intention to purchase services from photography-based Facebook brand page advertising is still not yet revealed by the researchers.

Therefore, the outcome of this research in the context of photography services of Facebook advertising's influence on consumers' purchase intention is very significant in many aspects.

3.6. Chapter Summary:

This chapter includes six subsections focusing on Bangladesh. These are the SNSs advertising in Bangladesh, Facebook users in Bangladesh, millennial consumers using Facebook and the local-fashion products, event management and photography services Facebook brand pages in Bangladesh. In this regard, after the first section of the introduction, the section 3.2 incorporates social networking sites (SNSs) advertising in Bangladesh by mainly focusing on Facebook advertising. Thereafter, the section 3.3 enumerates the empirical review of Facebook advertisements in Bangladesh, and, in the SECTION 3.4, an overview of a Facebook user in Bangladesh millennial consumers in Bangladesh using Facebook is presented. Later, in the section 3.5 of the chapter, the Facebook advertisements of local-fashion products, event management, and photography services on Facebook brand pages in Bangladesh are discussed, with the ending of section 3.6 as the chapter summary.

Chapter 4: Research Methodology

4.1. Introduction:

In the introduction chapter, it is stated that this research tries to reveal the influence of Facebook advertising on the millennial consumer's purchase intention, through the identification of influential antecedents evolved from the literature review, which will be tested through statistical data analysis. Thus, to meet this objective this chapter has huge implications as it identifies the suitable research philosophy corresponding to this research, research design followed by the research approach. Moreover, after differentiating the primary and secondary data, this research provides a detailed discussion about the rationale for choosing the survey and the questionnaire as the data collection methods or instruments of primary data. The study follows a descriptive research design, in which validity and reliability are ensured following previous researchers' recommendations discussing the reasoning of the non-probability purposive sampling method. The chapter also presents the adapted constructs in the study sourced from various relevant academics, which will be further tested by statistical analyses of structural equation modeling (SEM) along with a brief discussion on mediation effect analysis based on the nature of the data collection. Finally, the chapter concludes with the ethical consideration in the research representing the chapter summary.

4.2. Research Philosophy:

The philosophy of research is the classification of three categories: positivism, interpretivism, and pragmatism (Bryman and Bell, 2011). Moreover, a 'materialistic structure' is developed through the positivist approach, whereas, in interpretivism, the 'forecasting of human visualization' is happened (Creswell, 2009).

The first section of this chapter describes the research philosophy of this study. In the aim of knowledge development, how the researcher will determine the philosophical understanding and expectations or assumptions, is referred to as the research philosophy (Collis and Hussey, 2003). Furthermore, the research philosophy is combined with how the information about an issue is collected, its creation of it, its type of information, and its

expansion of it (Anongdeh and Barre, 2019; Bajpai, 2011). This is also known as the type of knowledge combination in the research (Tsong, 2016), the way the researcher views the world practically (Saunders, Lewis, and Thornhill, 2012). To further proceed in this aspect, the linkage of knowledge and the development process is crucial in the beginning stage (Collis and Hussey, 2003). In addition to this, the facts of concern and own sense of understanding of the situation are integrated to make the output more useful (Bajpai, 2011). Establishing the pre-determined assumptions the best research strategy is picked by the researcher (Saunders, Lewis, and Thornhill, 2012). A parallel to this can be stated that, without the proper research assumptions, the completeness of the research remains invalid regarding the data collection to analysis procedure (Erkan, 2016).

Furthermore, in classifying the research, Zikmund, Babin, Carr, and Griffin (2010) recommended that there are three major classifications of research: exploratory, descriptive, and causal. To make it more detailed, Zikmund et al. (2010) stated that, exploratory research is employed as a guide to the researcher when the information is not adequate and little is known about the knowledge or facts. In associating with this, Zhung (2017) elaborated that, in exploratory research, the theoretical framework development is very difficult. Moreover, Saunders et al. (2012) advised that with the availability of information the researcher has to modify the framework which is an unstructured approach.

Whereas, descriptive research means the way any researcher describes the features of the research variables in the state of affairs after acquiring a stable consideration of the research context (Saunders et al, 2012; Zikmund et al, 2010). In line with this, while following descriptive research, the researcher proposes related ideas for future investigations with a systematic model in mind (Zikmund et al, 2010). Furthermore, the existing status and phenomena of investigating situations can be better described by the peoples' characteristics toward any subject is known as the descriptive research method (Zikmund and Babin, 2007).

Adding to the above details, causal research includes examining the research context with the specified hypotheses of the inter-variable relationships (Zikmund et al, 2010). Moreover, identifying the cause-and-effect connection and how the dependent variable is influenced by others is the major concern conducted by the researcher in causal research (Saunders et al, 2012; Zikmund et al, 2010). In this research, the millennial consumer's behavior is

investigated along with the proposed conceptual model with the integration of six popular theories and models. And, in descriptive research, the group of peoples' behavior and features regarding any social issue is described perfectly (Zikmund and Babin, 2007). Therefore, this research is descriptive. Moreover, previous researchers have explored that, descriptive research well-suits to examine the relationships between Facebook advertisements purchase intention as the dependent variable and other identified independent constructs (Jayasingh, 2019; Rajapaksha and DK, 2019). Along with the above discussions, which research philosophy selected by the researcher, is dependent on how the findings will be implemented (Bajpai, 2011). In **Table 5 in Appendix B** the most common method of data collection associated with each research philosophy is presented:

4.2.1. Research philosophies and data collection methods:

Which research philosophy selected by the researcher, has a significant consequence on the research approach and the applied methods, as these have the unique features to fulfill the research purpose (Collis and Hussey, 2009).

Positivism is a research philosophy, which corresponds to the 'factual' knowledge through the researcher's thoughts or reflection about a phenomenon (Collis and Hussey, 2003). In line with this, as realistic information is gathered by the researcher, therefore, the objective representation of the data collection and interpretation is measured quantitatively (Collins, 2010).

Accordingly, the quantitative method is combined with the deductive approach for forecasting the situation in advance to comprehend the surrounding world through an empirical examination of causal associations, further tested through structured arrangement (Babbie, 1997).

However, although the researcher applying this paradigm is independent, the inclusion or exclusion of the study issue is relevant to the objectives of the study and data collection procedure (Collins, 2010; Crowther and Lancaster, 2008). Also, it is recommended by the experts in research philosophies that, the extremely structured research methodology of the quantifiable observations, is useful to serve the purpose of the research phenomenon in this approach (Wilson, 2010). In the positivist approach, the researcher has to use their own

‘human senses’, which further establishes ‘inductive reasoning’ of hypotheses formulation of study context will be only judged by the logic (Bryman and Bell, 2011; Crowther and Lancaster, 2008).

Contrary to the positivist approach, the interpretivism approach is following inductive reasoning by using qualitative synthesis for the interpretation of social phenomena (Anongdeh and Barre, 2019; Crowther and Lancaster, 2008). Furthermore, Collins (2010) asserted that in this process the researcher applies his/her intellectual knowledge with the combination of deep thinking to disclose the unseen knowledge.

Accordingly, instead of considering two extreme philosophies in a study, the pragmatism approach suggests using the research philosophy as a continuum (Tashakkori and Teddlie, 1998). Moreover, this method believes that no single approach can provide the best result of research therefore, adopting several methods may comprehend the world accurately (Collis and Hussey, 2003).

However, considering the research context and the objective this research adopts a positivist approach in applying objectivism to the discussions based on an ontology standpoint. Concerning this, considering the epistemology perspective the research is also approached structured methodology including data collection by survey questionnaire which will be analyzed through statistical software.

4.2.2. Rationale for the Adopted Research Philosophy:

This research is adopted the positivism approach. This could be justified for a few reasoning: first, this research aims to investigate the influence of Facebook advertising intention-to-purchase amongst the millennials in Bangladesh. To do so, this research progressed by reviewing the relevant literature through a systematic review process discussed in chapter 2 of this study. After identifying the literature related to the study phenomenon, the study confirmed the eligibility criteria through the inclusion and exclusion of studies by adopting the PRISMA flow diagram developed by Moher et al. (2009). Consequently, this stage explores six important theories and models associated with the study context which further identify the five variables to formulate a conceptual framework accompanied by the seven hypotheses. These hypotheses have been tested empirically through the adoption of quantitative data analysis approached by covariance-based structural equation modeling

(CB-SEM) of AMOS 23 and SPSS 26 and the results are presented in chapter 5. Therefore, to investigate the study objective or antecedents of Facebook advertising influencing millennials' purchase intentions, this research follows the deductive approach to test theories previously exposed by academics by applying causal analysis. Accordingly, while accomplishing these tasks the present researcher of this study presumes to remain 'value-free' or 'independent' (Saunders, Lewis, and Thornhill, 2012) regarding the support or negation of the study hypotheses. And, from the methodological standpoint, to meet the facts of knowledge of the existing study, a quantitative approach is employable in examining the relationships among the independent, mediating, and dependent variables through the prediction of hypotheses evolved from the research gap. Importantly, the principal focus of this research is to test the proposed conceptual framework presented in chapter 2, thus, the research methodology is very structured and will analyze the numerical data collected from the respondents in this study with whom the researcher has minimal interaction.

Therefore, considering the study assumptions above, this can be said that this research has adopted positivism as the research philosophy, as suggested by Tsung (2016), Saunders, Lewis, and Thornhill (2012), Bryman and Bell (2011), Collins (2010), Wilson (2010), Crowther and Lancaster (2008), Creswell (2009) and Babbie (1997).

4.3. Research Design:

To generate new knowledge a scientific process is undertaken to authenticate and improve the knowledge can be defined as research (Zhung, 2017; Erkan, 2016). According to Duffet (2015), a research design is a blueprint, diagram, model, and know-how of any query to solve research objectives or problems. Similarly, it is a 'blueprint' to identify the answer to the research questions (Zhung, 2017). And, Wilson (2010) found through the research 'onion' of Saunders Lewis, and Thornhill (2012), that the researcher can best clarify which research design is the most workable for them.

This research tries to understand the influence of Facebook advertising impacting purchase intention amongst millennial consumers in Bangladesh, through the identification of influential antecedents which are important to Facebook advertisements from the Facebook brand pages (FBPs). To fulfill this main research objective, this research follows a

descriptive research design by following to develop a theoretical understanding of whether Facebook advertising has any influence on millennial consumers' purchase intention or not based on the Facebook brand pages (FBPs). Accordingly, a systematic literature review process is approached to chronologically synthesize the relevant studies and in chapter 2, section 2.3, the discussion is highlighted on the previous academic's exploration of Facebook advertising's influence on millennial consumer's purchase intention. Moreover, this section represents numerous justifications for the confirmation that Facebook advertising of the Facebook brand pages (FBPs) influences millennial consumers' purchase intention, thus, fulfilling the first objective of the study. Thereafter, while synthesizing the literature a narrow focus was given to the academics who disclosed the antecedents of Facebook advertising by identifying mostly applied theories and models for millennials' purchase intention, in line with the second objective. Subsequently, through the identification of the antecedents of Facebook advertising of the Facebook brand pages influencing millennials' purchase intention (FBPs), a conceptual framework is proposed along with the hypotheses to validate the theory of reasoned action (TRA) and the identified three antecedents to consumer's online engagement behavior as the mediating variable. Concerning this, the scale to measure the purchase intention will be developed in chapter 5: findings and analysis, by using the quantitative technique to examine the interrelationship constructed by seven hypotheses. Thus, this will meet up the third objective of this research. Afterward, considering the findings in chapter 5, chapter 6 will incorporate the contributions and implications of this research both from the theoretical and managerial aspects of the three thriving sectors studied meticulously in the present research; local- fashion products, event management, and photography services Facebook advertisements in Bangladesh. Thus, this chapter fulfills the last and fourth objectives of this research to corroborate the findings of the existing empirical studies.

4.4. Research Approach:

The research approach usually contains the specification of research regarding whether it is deductive or inductive (Erkan, 2016). In addition to it, in the streams of research approaches, two approaches are commonly discussed by the researchers: deductive and inductive (Bryman and Bell, 2015).

In the deduction approach, based on the natural sciences the issue and the incidence of the research permit the researcher to control the situation (Woiceshyn and Daellenbach, 2018; Collis and Hussey, 2009). However, to verify a theory often the researchers utilize deductive research by developing hypotheses. Also, this approach is focusing on the theories assembled from the literature that is pertinent for the further development and integration of data analysis (Saunders, Lewis, and Thornhill, 2012; Anongdeh and Barre, 2019). Data collection in this research approach is conducted through a survey or experiment recommended by Saunders et al., (2012).

Contrary to testing a theory unlike deductive research, inductive research seeks to produce the theory to create new knowledge in a paradigm (Woiceshyn and Daellenbach, 2018; Skyrms, 1996).

Compared to the deductive approach, the inductive approach is not examining any hypotheses in the study (Erkan, 2016). But, guiding the researcher to focus on the study context by fixing research questions, advised by Saunders et al. (2012), which are solved through the comprehensive interview with the respondents: grounded theory approach, developing themes by content analysis, case study, descriptive investigation, and ethnography.

4.4.1. Rationale for the Adopted Research Approach:

As stated, the elementary objective of this present research is to investigate the influence of Facebook advertising on millennial consumers' purchase intentions. It is added here that, while conducting research a researcher must have to determine the accurate research approach in support of the study objectives, as postulated by Collis and Hussey (2009). Therefore, to determine whether a Facebook advertisement has any influence on the millennials' purchase intention or not, this research adopts a systematic literature review followed by a theoretical framework in which the six most useful theories and models are retrieved. And, the measurement instruments in the study revealed each of the seven variables (entertainment value of Facebook advertising, perceived usefulness of Facebook advertising, social media influencer marketing, consumer's online engagement, and purchase intention) to evaluate

the influence of Facebook advertising impacting intention-to-purchase amongst the millennials in Bangladesh. Therefore, this study proposes a conceptual framework with the support of these seven hypotheses identified through the theoretical framework. And, to corroborate the quantitative findings of this research, two open-ended questions have been added to the survey questionnaire which will be analyzed through thematic analysis expressed quantitatively. Thus, considering all the circumstances and the approaches, this research applies the quantitative methods, thus, the adopted research approach in this research is deductive, supported by the argument of Saunders et al. (2012).

4.5. Research Strategy:

According to Saunders et al. (2012), in the research strategy, the methodological link is established between the chosen research paradigm and the data collection method following the data analysis. Moreover, the research strategy supports the researcher to draw completely the established research questions stated by Bryman and Bell (2015) and Saunders et al. (2012). As per the classification of research strategy by Saunders and colleagues (2012), there are survey, experiment, archival research, case study, interview, grounded theory, ethnography, action research, and descriptive investigation. As it is mentioned in the earlier paragraph, surveys and experiments are associated with the quantitative research design to examine hypotheses that apply statistical data analysis, whereas archival research and case studies are concerned with the mixed research approach and others are associated with the qualitative research (Saunders et al., 2012). In **Table 6 in Appendix B** the research strategies linked with research approaches are presented.

In selecting the adopted research strategy, this research adopts a survey as the research strategy within the quantitative approach. This is because this research pursues to test empirically the theoretical framework and the hypotheses to validate the proposed conceptual framework. Furthermore, among the four specific objectives, this study seeks to identify the antecedents of Facebook advertising impacting millennials' purchase intention (2nd objective of this study), also to examine a theory (theory of reasoned action or TRA) by Fishbein and Ajzen (1975) which is the 3rd objective of this study. Thus, to meet all these requirements and as per the concept of research philosophy, the survey as the research

strategy is most prominent which usually follows the quantitative research approach.

4.5.1. Rationale for choosing Survey as a Research Strategy:

There are specific three reasons which drive this research to adopt a survey as a research strategy.

There are:

- As per Collis and Hussey (2009), when the principal objective of the researcher is to fulfill the research objectives by testing a theory empirically through data collection from the sample of respondents from a population, the survey method is deemed to be appropriate. Accordingly, Saunders et al. (2012) prescribed that survey as a research strategy permits the researcher to accumulate cautiously a huge amount of data from a vast population. **Firstly**, it is to add here that, this research seeks to investigate the millennial consumer's purchase intention, which is a larger population. Moreover, to measure the opinion of the millennial consumer, which is not smaller in proportion, the statistical analysis is appropriate to examine the huge quantity of data regarding the study hypotheses. Also, Bryman and Bell (2015), Malhotra et al. (2012), and Saunders et al. (2012) recommended that when the sample is big enough, a survey strategy is suitable to investigate a large pool of data considering the cost-effectiveness, convenience, and ease-of-operation.
- **Secondly**, the millennial respondents who will be surveyed in this research will provide their responses on the semi-structured questionnaire, in which the 20 close-ended questions will contain the fixed responses along with the two-open questions to corroborate the quantitative outcome. Consequently, as per Malhotra et al. (2012), the answers gathered through the survey can be easily coded, analyzed, and represented in the research. Also, two open-ended questions will be added to the survey questionnaire to corroborate the research findings which will be analyzed quantitatively by applying the thematic content analysis method.
- **Thirdly**, to validate the conceptual framework and the acceptance or rejection of the study hypotheses, Bryman and Bell (2015) proclaimed to utilize a deductive approach in the research. Likewise, the six theories and models (advertising value model, technology acceptance model or TAM, source credibility model, para-social

interaction (PSI) theory, consumer engagement, and theory of reasoned action or TRA) identified in the theoretical framework in the study directs the researcher to test those for further consideration about the social circumstances, in particular, the social networking sites (SNSs) advertisement standpoint. Hence, Collis and Hussey (2009) stated that to test the theory and enlighten the conceptualization of social issues, the survey is best as a research strategy.

4.6. Population and Sampling of the Study:

The population is comprised of a complete group of people exchanging a similar set of attributes which is not inadequate to people, events, or things in the research context (Zikmund and Babin, 2010). To be more specific, from this entire mass of the universe the representation of the population is chosen as a sample (Saunders et al, 2012). Furthermore, the census means that each of the items can be studied and known in the population stated by Saunders et al (2012) and Zikmund et al (2010). However, to conduct a census the researcher has to carry extreme costs to manage all the expenditures along with time length (Zhung, 2017).

A subset of the population is termed a sample from which the data is collected to produce the outcome of the population to generalize (Saunders, Lewis, and Thornhill, 2012; Zikmund et al, 2010). Furthermore, sampling can be conducted cheaply to get quicker results for the survey accomplishments (Zhung, 2017). It is stated by Saunders et al. (2012) that, the larger the sample size the exactness of the sampling is confirmed in turn diminishing sampling error. In line with this, Zikmund and Babin (2010) asserted that, rather than the census, sampling can precisely locate the findings affirming the accuracy. Besides, the better generalizability of the sample is achieved if the representative of the population can be chosen with care (Saunders et al., 2012).

To save time, cost, and ease of maintenance sample is drawn from the population and Saunders et al. (2012) recommended that it is acceptable to provide the decision based on the sample as a representative of the population. It is to state that, for the clarification and understanding of the research, the population characteristics, nature, and social networking sites (SNSs) usage patterns have been discussed in the earlier chapters of this study. The present research is dealing with the sampling frame which is not obtainable because the

target population is millennial consumers living in Bangladesh who are using Facebook, which is not likely to be acquired through the list of individuals' names from any directory or because of the reason of confidentiality.

4.6.1. Sample Design:

The sampling strategy is the extent to which the segment is selected to investigate the population to generalize the conclusions (Taherdoost, 2016; Singh and Masuku, 2014; Sandelowski, 2000). Connected to this Saunders et al. (2012) asserted that, the sample is the portion of the population that is considered representative of the study population. More clearly, the population is the entire combination of elements (Saunders et al., 2012), on the contrary, the sample is the segment withdrawn from this population based on certain characteristics and features.

In considering the representation style, the sample is of two types; probability sampling and non-probability sampling (Taherdoost, 2016; Palinkas et al., 2015). Most importantly, the sample design in a study is made up of these two sampling designs (Singh and Masuku, 2014).

In probability sampling, there is an equivalent chance to select each element from the total population, as affirmed by Bryman and Bell (2011). And Saunders et al. (2012) stated that there are four sampling methods included in probability sampling, these are simple, stratified, systematic, and cluster sampling. In probability sampling, which is mostly known as 'random sampling' or 'chance sampling', each item in the entire set of the population has the same chance of insertion to be included in the sample (Taherdoost, 2016; Haq, 2014). Likewise, every element in a population has an equal probability to be chosen stated by Zikmund and Babin (2010). Additionally, the sampling frame is required in probability sampling, in which each element under the population must possess a consistent and identifiable characteristic to include in the frame (Seddon and Scheepers, 2012; Hair et al., 2010). In probability sampling, a properly designed population related to the study is considered as a sampling frame (Hair et al., 2010), but as this research is unable to draw the sampling frame of the millennial Facebook users in Bangladesh a non-probabilistic purposive sampling is utilized to collect the primary data. Probability sampling is founded

on the random selection of the objects contrary to, the non-random selection of non-probability sampling (Taherdoost, 2016; Sandelowski, 2000). In probability sampling, four techniques are available, such as simple random, systematic sampling, stratified sampling, and cluster sampling (Taherdoost, 2016; Haq, 2014). However, these techniques are most effective when the sampling frame is obtainable (Saunders et al., 2012). In the sample design, random sampling confirms the statistical accuracy regarding the individual items in the entire universe (Delice (2010), but the items must have similar characteristics (Seddon and Scheepers, 2012).

In the non-probability sampling method, each element or case does not have an equal chance of selection from the entire population of the study. Therefore, its probability cannot be specified according to Saunders et al. (2012). Bryman and Bell (2011) consented that there are four distinct methods for non-probability sampling.

In non-probability sampling, there is a high chance of the inclusion of personal components in the sample selection (Palinkas et al., 2015). Furthermore, the researcher selects the sample considering the favorability of the present research (Campbell et al., 2020; Singh and Masuku, 2014). In non-probability sampling, the sampling process does not follow any specific rules to include the item from the population and the respondents or items are selected from the specific 'units of the universe' to formulate the sample as the representative of the entire population (Seddon and Scheepers, 2012). For example, Taherdoost (2016) recommended that examining the consumption pattern of the inhabitants in a geographic area can be easily accomplished by purposive sampling to purposefully choose the few cities or villages or the number of people living in the area as the representative of the entire geographical area. Therefore, it can be said that in applying non-probability sampling, the researcher has the important role of judgment to perform in choosing the items from the entire set of the population to represent the sample. Moreover, in this sampling procedure, the researcher determines the items to be included in the sample and the choice of the item selection is the important thing to consider here (Haq, 2014). In non-probability sampling, the chance of inclusion in the sample of each element is not known, as asserted by Saunders et al. (2012), which is entirely dependent on researchers' prudence (Zikmund and Babin, 2010). In non-probability sampling, four techniques are implemented by the researchers,

these are convenience sampling, purposive sampling, quota sampling, and snowball sampling (Sandelowski, 2000).

In purposive sampling, the researcher selects the items from the population for making the sample considering their characteristics and consistency with the aim of the research (Etikan, Musa, and Alkassim, 2016). Moreover, this is the complete judgment of the researcher about the selection of the items, whom to choose or not in the research, affirmed by Campbell et al., (2020) and Palinkas et al. (2015). Therefore, this sample procedure does not follow any theories and rules regarding the item selection to form the sample (Etikan, Musa, and Alkassim, 2016). In this sample design, the researcher clarifies what should be known from the knowledge of the right people relevant to the research (Haq, 2014; Palinkas et al., 2015). Furthermore, the people in this sampling process must be skillful enough, possesses similar characteristics, and be familiar with the research being conducted asserted by Etikan, Musa, and Alkassim (2016). In this sampling design, the researcher is seeking specific information which is not obtainable from other sources rather than the selected cases or participants in the study (Taherdoost, 2016). Also, Haq (2014) affirmed that, to gather information about the explicit knowledge or phenomenon the researcher purposefully selects the participants as the 'informants' in the purposive sampling. Thus, to meet the explicit purpose of the research this sampling is adopted.

However, several social networking site (SNSs) advertising studies previously shed light proceeding consumer behavior by using the non-probability purposive sampling design for collecting primary data and applying the quantitative methodology, from the millennial SNS users. Some of them are Riaz and Sherani (2021); Wiese, Martínez-Climent, and Botella-Carrubic (2020); Thuy and Ha (2020); Cho and Son (2019); Martins et al. (2018); Mukherjee and Banerjee (2017); Jung et al. (2016); Lee and Hong (2016); Basak and Calisir (2015); and Yang et al. (2014).

In the following sub-section, how purposive sampling serves the aims and objectives of this research is elaborated with the justifications of relevant supports.

4.6.2. The Rationale for choosing Purposive Sampling as the sample design of this study:

This study seeks to investigate, the Bangladeshi millennial Facebook user's purchase intention behavior following the Facebook brand pages (FBPs) of local fashion, event management, and photography, which is the population of the study. But this research can't analyze the whole millennial population in the country because of time, resources, money, and availability of the data, which is supported by Bryman and Bell (2011). Thus, from the mass of the population, the sample is selected in which the non-probability sampling method is applied between probability sampling and non-probability sampling.

In this study, non-probability sampling is utilized and among the four techniques of non-probability, purposive sampling is applied. The rationale to implement purposive sampling in this research is included in the following:

- **Firstly**, in a simple manner, Saunders et al. (2012) and Black (2010) posited that, if the researcher is unable to access the full list of the target population in measuring any characteristics of objects, in that situation non-probability purposive sampling is suitable. This is chosen because of the study context, objectives, and population of the study, which is millennial consumers who are using Facebook actively. Moreover, purposive sampling is extensively used by researchers to meet specific research objectives (Palinkas et al., 2015; Saunders et al., 2012). Millennial Facebook users aged 18 to 38 are considered suitable for this study because this segment is a significant portion of Facebook users globally. Moreover, in Bangladesh, the latest data published by Napoleoncat.com (2022) statistically represent that 75 percent of Facebook users belong to the millennial user group who are aged 18 to 38. In addition to it, Datareportal.com (2022) disclosed publicly that, among the entire social networking sites (SNSs) user's 93 percent actively use Facebook as the number one SNS in Bangladesh. Napoleoncat.com (2022) also revealed that every year this segment is growing remarkably in Bangladesh, in which from 2021 to 2022 this is about a 2 percent increase in 52,765,000 of the total Facebook users in 2022. Adding to this, the present study not only examines

millennial Facebook users' behavior but also specifically explores the significant factors influencing their purchase intention regarding the three flourishing sectors in Bangladesh: local-fashion products, event management, and photography services managing Facebook brand pages (FBPs).

- Furthermore, as the **second** point, purposive sampling is applicable in this study as the research objective is based on investigating the millennial Facebook user's purchase intention who are following local fashion, event management, and photography services on Facebook brand pages. Correspondingly, among the larger mass population, this research is revealing the specific segment, millennial consumers' purchase intention behavior who are also the primary source utilized in this research. Therefore, the respondents have to fulfill the requirement to be from the millennial population using Facebook and following any of the brand pages in these three sectors principally, to meet the study purpose.
- **Thirdly**, the one objectives of the study are to propose a framework to examine the theory of reasoned action (TRA) impacted by the identified antecedents with the mediating effect of consumer's online engagement, which is a generalized application regarding Facebook advertising. In this situation, purposive sampling is appropriate relying on the researchers' judgment to decide whether the respondent is a millennial Facebook user upholding knowledge about the purchase intention through Facebook ads, which is supported by Black (2010).
- **Fourthly**, regarding the target population of this study, the focus is given on the millennial respondents from Bangladesh where the subjects must be active users of Facebook. Besides, the sampling frame is not available in the study context, what is the exact number of millennial Facebook users are intending to purchase from the Facebook brand pages in Bangladesh? Therefore, this research has defined a criterion to select the sample from the millennial population in Bangladesh who are aged 18 to 38, using Facebook actively, and following at least a brand page about the local fashion, event management, and photography services.

Therefore, as the sample, the study employs millennial Facebook users who are actively using Facebook and fall within the age brackets of 18 to 38 as well as following any brand page within local-fashion products, event management, and photography services.

4.6.2. Sampling Size:

The specified and 'predefined set of rules regarding the sample size selection is not been determined by the researchers previously (Tiruwa, 2019), indeed, the adequacy of the samplesize is rest principally on the variable's number, density, and complexity of the conceptual model (Tiruwa, 2019, Zhung, 2017, Erkan, 2016). In any research, the total population is thecompleteness of time, money, and manpower narrated to Zhung (2017). In addition, Zhung(2017) posited that the sampling method contemplates the subgroup of the total population which is available.

In addition to the above discussion, it is noted that the sample size must be sufficient enough to characterize the population (Tiruwa, 2019). Refereeing Hair et al. (2010), Tiruwa (2019) argued that if the study applies quantitative analysis the sample size adequacy must be between 200 to 400 representing the characteristics of the population of the study. Also, it is previously mentioned that the larger the sample, the rate of error is minimized in the population of a study (Saunders et al., 2012). But, Zhung (2017) specified that the pattern of the statistical analyses, the size of the population, the confidence level, and boundary error direct the researcher to determine the sample size. It is also asserted by earlier researchers that, in considering the population's characteristics, a 95 percent confidence level is acceptable in between 3~5 percent of margin error (Zhung, 2017; Taherdoost, 2016). In this regard, the formulation of the sample will be more accurate if the researcher can assure each category in the sample contains at least 30 sample sizes as a rule of thumb (Zhung, 2017). However, while conducting research it is also adequate to specify 5 observations for each independent variable recommended by Hair et al. (2014), which is known as 'the ratio of 5:1'. On contrary, Hair et al. (2014) proclaimed that for each independent variable the expected level of observation is between 15 to 20. In addition to this, Saunders, Lewis, and Thornhill (2012) consented that for the 3 independent variables, a minimum of 150 sample size is required and for 5 or fewer observations at least 100 samplesize is accurate as of the rule of thumb, suggested by Hair et al. (2014). In a quantitative analysis, Hair et al. (2010) suggested that the sample size should be between 150 to 300 if the number of constructs is five or less then it.

To determine the sample size, the population size, confidence interval or margin of error, confidence intervals, and standard deviation are required by the researcher (Krejcie and Morgan, 1970). The confidence interval or margin of error is the difference that the researcher allows between the number of samples and the mean number of the population (Hertzog, 2008; Krejcie and Morgan, 1970). And, confidence level measures the confidence level of the researcher regarding the definite mean situated within the margin of error or confidence interval (Johanson and Brooks, 2010). The commonly utilized confidence intervals are 90% confident, 95% confident, and 99% confident (Johanson and Brooks, 2010; Hertzog, 2008). Lastly, the standard deviation is the affirmation of the deviation between the gathered total responses from each other and the mean number (Fritz and MacKinnon, 2007). Putting it clearly, the low standard deviation indicates that all values of the responses are gathered around the mean number, but, the high standard deviation explains that the values are disseminated across an extensive array including very minor and very significant outlying figures (Fritz and MacKinnon, 2007). It is recommended by the earlier scholars to determine the standard deviation as 0.5 assuring the adequacy of the sample size (Hertzog, 2008; Fritz and MacKinnon, 2007).

To calculate the sample size, the researcher needs to alternate the confidence level into Z- score. The Z-scores with the most common confidence levels are shown in the following **Table 7 in Appendix B**.

In determining the sample size formula, the identified Z-score, the standard of deviation, and confidence interval must be integrated into the sample size formula (Hertzog, 2008; Fritz and MacKinnon, 2007; Smith, 2003). Because, the population of the millennial Facebook users is not possible to determine, therefore the population remains unknown. In such a situation. Smith (2003) has proposed the following formula in reasoning out the sample size shown in **Figure 11 in Appendix B**.

For this research, following the above rules the sample size can be determined by considering the 95% confidence level, 0.5 standard deviations, and a margin of error (confidence interval) of +/- 5%:

$$((1.96)^2 \times .5(.5)) / (.05)^2$$

$$(3.8416 \times .25) / .0025$$

$$.9604 / .0025$$

=384.16 or 385 respondents are required in the present study.

However, it is recommended by Collis and Hussey (2009) that, if the research is not congruent regarding the sample size with the population, the statistical test might misinterpret the results showing the abnormal relationships in the variables of the model. Therefore, Erkan (2016) justified that the researchers should implement a sample size equivalent to the study population to remain risk-free. Therefore, this research assumes that the sample size is considerable enough from the perspective of using Structural Equation Modelling (SEM) to examine the theoretical framework (Tabachnick and Fidell, 2014). In **Table 8 in Appendix B** the categorization of the standard sample size regarding the complexity of the model is presented.

As per Collis and Hussey (2009), the sample size should be sizable enough to represent the mass of the population, which means the sample must be large for the generalization of the total population (Erkan, 2016). Thus, the present study has obtained 386 responses from millennial Facebook users in Bangladesh from various demographic backgrounds including occupation, education level, and marital status. This sample size is suitable for this study, as the study population comprises millions of people including a 95 percent confidence level and 5 percent margin of error (Hair et al., 2014; Smith, 2003).

Following the above discussions, the present research has unified a sample of initial 386 responses, out of which 359 are deemed appropriate for further analysis as 27 responses are eliminated due to probability values less than 0.001 during outlier test (Pallant, 2016; Hair et al., 2010), the sample size of this study is comprised of millennial Facebook users who are aged 18 to 38, actively using Facebook and following a minimum of three brand pages of local-fashion, event management and photography services on Facebook in Bangladesh.

4.7. Data Collection Methods / Instruments:

According to Saunders et al. (2012), the two types of data used by the researchers are primary and secondary data. Specifically, primary data is gathered directly from the source of the

data in addressing a certain research problem (Easterby-Smith et al., 2021). Commonly surveys, experiments, and interviews are considered the primary data sources in business research, as specified by Irwin (2013). While the researcher is collecting the data from the respondents, the control regarding the real-time obtained data is possible in primary data collection, which is also free from personal biases (Easterby-Smith et al., 2021). Whereas the secondary data is not collected by the researchers directly from the sources, instead, this is previously revealed by someone else and is publicly available (Irwin, 2013). However, unlike the primary data, the researcher cannot have full control over it, as the secondary sources cannot be controlled. The common secondary sources of business research are publications, journals, government data, specialized agency reports, etc. (Easterby-Smith et al., 2021; Irwin, 2013).

This research has specified four specific research questions, which have been addressed by semi-structured questionnaire survey data collected from the primary source. The primary source is appropriate in this research for data collection due to some reasons:

- **First**, considering the research objectives and the theoretical framework of this study, the primary data generated from the respondent is accurate to reveal deep insights. Likewise, Saunders et al. (2012) narrated that, if the gathered data is not harmonized with the study purpose, the quality of the research outcome is in question. Thus, as this study seeks to examine millennial consumers' purchase intention specifically through Facebook advertising influence, the data collection from the millennial consumers who are using Facebook is deemed to be appropriate.
- **Second**, it is hard to determine the exact amount of data regarding millennial Facebook users, their choices of brand pages, and everyday purchase pattern. Also, due to confidentiality purposes and commercial reasons, the data agencies do not publicly open the census data conducted by them. However, the available secondary data on the websites and published documents are reliable at all, and most of them are not updated.

Hence, this is raising the quality of the data or whether it is manipulated or not. Thus, driven by these reasons, primary data is appropriate for this research.

- **Third**, data collection through the questionnaire distribution from primary sources

is more convenient with ease of distribution (Saunders et al, 2012). Because, the same document of the questionnaire is distributed among the large group of respondents designed in a close-ended pattern, as a manner to conduct quantitative data analysis. Specifically, the data collection of this research is accomplished from January 2021 to June 2021 through the online distribution of the questionnaire. Due to the COVID-19 pandemic and the uncertain lockdown period, the researcher was unable to collect the data physically from the respondents. Therefore, considering the accomplishment of the research within due time, practicality, and collecting a maximum number of responses considering the quarantine period, the online distribution of questionnaires has become the most appropriate option for data collection. To fulfill this purpose, the Google Form questionnaire link has been sent individually by the researcher to each of the eligible respondents after taking their consent and ensuring confidentiality via messenger, WhatsApp, and email. Through applying this procedure, a total of 386 responses have been gathered within the stated 6 months, but 359 responses are considered due to the lower outlier values resulted in the initial normality test. During the filling out of questionnaire, the researcher has been remained online to answer if there were any queries regarding the questionnaire.

4.7.1. Questionnaire as a research tool:

To gather the data to fulfill the research purpose, the questionnaire is utilized as the data collection tool. It is validated by justifying Saunders and colleagues (2012) recommendation that, collecting data from the large sample questionnaire is efficient. Moreover, collecting data through the questionnaire effectively reduces costs while saving time (Bryman and Bell, 2011). As a result, the respondents speedily answer the questions due to the ease-of- designing of the questionnaire, which can also support positively the researcher to code each answer expediently (Rowley, 2014). According to Collis and Hussey (2009), in the business research domain, researchers often implement questionnaire methods to collect data which needs utmost care while conducting the research. It is also asserted by renowned scholars that, how the respondents will respond, the response rate and pattern, reliability, and validity of the data will be impacted by the questionnaire design (Saunders et al., 2012; Collis and Hussey, 2009). To reduce the difficulties and errors in the questionnaire, researchers also recommended a few suggestions. Some of these are easy-to-comprehend, attractive layout, clear instructions, ease of direction while answering the question, incorporating short questions, and representing key issues of the research as the questions (Bryman and Bell, 2011).

A structured questionnaire is encompassed by a fixed structure comprised of a set of items or questions for each variable, in the study (Saunders et al., 2012). In responding to a structured

questionnaire, the participants must answer the close-ended questions usually designed in scales (Zikmund et al., 2014). Moreover, in the structured questionnaire the target variable is enclosed with the specific segment and heading (Rowley, 2014). Whereas a semi-structured questionnaire is not entirely framed to a fixed structure, headings, and segment of the variables, few questions as open-ended, have been included as representative of the variables in support of the close-ended questions to meet specific objectives (Haq, 2014; Saunders et al., 2012). In addition, the unstructured questionnaire does not follow any specific rules, as the questionnaire does not include items of variables (Saunders et al., 2012). Instead, this questionnaire aims to collect more information about the research phenomenon with the inclusion of close-ended, ordinal, and open-ended questions.

In designing the questionnaire, the structured questionnaire (20 close-ended questions) has been included in the quantitative research section and two open-ended questions have been added in the qualitative research section. As the questionnaire is comprised of both structured and semi-structured sections, it is referred to as a semi-structured questionnaire (McGoldrick and Liu, 2017). The semi-structured questionnaire is developed through the Google Forms online platform (Google, n.d). In this regard, Zhung (2017) mentioned that Google Forms are popularly implemented by researchers and disseminated by any digital device (mobile or computer) to get the facilities of web-based services accessible through the Internet.

4.7.1.2. Rationale for implementing questionnaire as the data

collection tool:

To discuss the rationale for implementing the questionnaire as the data collection tool in this research for conducting the primary survey, there are a few reasons which are listed below:

- **First**, along with the twenty (20) close-ended questions, the two-open-ended questions have been added to the questionnaire to corroborate the findings, these will be analyzed quantitatively by identifying numerical values of each of the themes regarding the responses. In supporting this, Rahman and Areni (2016) stated that whether the semi-structured questionnaire is quantitative or not depends on the procedure, techniques, and analytical tools implemented to analyze it. Furthermore, McGoldrick and Liu (2017) and Rahman and Areni (2016) both argued that the semi-structured questionnaire is quantitative if the participant's responses are accumulated in separate codes, and further the frequency and percentages are discovered to conclude. According to Rahman and Areni (2016), the respondent's answers in the semi-structured questionnaire are coded with the representation of quantifiable values, not the questions. Therefore, in this present research, the semi-structured questionnaire is analyzed quantitatively including both the closed-ended section and open-ended sections.
- **Second**, it is mentioned previously that the questionnaire design is impacting on the respondent's response rate, reliability, validity, and overall data quality of the research. Thus, this research has a well-thought-out instrument selection reflecting the selected constructs of the research in designing the questionnaire. Adding to this, Bryman and Bell (2011) suggested that it is safe for researchers to adopt prevailing measures already examined by earlier academics. Hence, to take this assumption critically, this research has employed instruments that are already examined by the academics of the existing literature. Furthermore, to fit within the study context and fulfilling the research objectives, the twenty (20) instrument measures are adapted from the existing literature.

- **Third**, in this research, the questionnaire is designed by applying a multi-item method, thus each of the constructs is evaluated with numerous items to improve data quality, increasing response rate, validity, and quality of the study. Furthermore, as per Bryman and Bell (2011), the variables are included in this research using the Likert scale, a five- point rating Likert scale is applied in which, 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree are indicated.
- **Fourth**, in detail, the semi-structured questionnaire in the existing study is designed by applying these layouts: Section 1: Brief introduction of the research purpose and the reason for surveying along with the researchers' information. Section 2: Opinions against the statements included focusing on the five variable measurements for the entertainment value of Facebook advertising, perceived usefulness of Facebook advertising, social media influencer marketing, consumer's online engagement, and purchase intention. In this section, a total of 20 questions are created to meet the objectives of this research, and instructions to mark the statements based on the opinions with the tick marks measured on a five-point Likert scale have been added. Section 3: Open-ended opinion questions are focused on

respondents' in-depth answers regarding the overall variables identified in this study context. Lastly, section 4: The demographic information highlights gender, marital status, age, level of education, occupation, and range of monthly income. Also, it is to include that, the questionnaire is not focusing on any specific brand or organization, the respondents will be driven toward section 2 while answering the questionnaire which is the opinions against statement section.

Accordingly, this study has considered these recommendations important while preparing the questionnaire design and developing the instrument for measuring constructs. In addition, to fulfill the research objectives of this study, a large-scale empirical examination has been applied to legitimize the theoretical framework and the hypotheses of the study, therefore questionnaire method is more suitable.

4.7.2. Pilot Study:

A pilot study is conducted for examining the questionnaire in the research before approaching a large-scale survey to gather data (Erkan, 2016). Furthermore, a pilot study was applied to examine the reliability of the study online for more clear understanding of the respondents' responses primarily (Tiruwa, 2019). While accomplishing the pilot study, the small group of respondents

corresponding to the sample is selected by the researcher. It is done before the final stage of data collection to increase the understanding of the instruments in the questionnaire, reduce misinterpretation, correcting wrong wording of the sentences to

discover any areas or instructions which bother the respondents resembling the final sample (Bryman and Bell, 2011; Sandelowski, 2000). If this test is completed accurately, the readability, validity, and reliability of the instruments or statements of the questionnaire is rising, which allows the researcher to improve the vividness (Saunders et al., 2012).

To ensure the respondents understanding and readability of the questionnaire, two approaches have been adopted sequentially in dealing with the pilot study:

- It is to state that, before disseminating the final survey, the pilot test has been conducted to legitimize the questions included in the questionnaire. In the simple form of a sentence, the questionnaire has been designed and included sequentially regarding the sequence of variables in the proposed conceptual framework. Furthermore, to increase the validity of the questionnaire, three experts in the academic area reviewed the questions. Thereafter, a few rounds of modification have been approached by the researcher to expose the best version of the questionnaire and to avoid the wrong wording, redundancy, and spelling errors. In line with this, after getting confirmation from the three experts the present researcher finally confirmed the draft questionnaire to send among the representative of the sample of the population.
- Therefore, considering these benefits of questionnaire accuracy, this research directed the respondents to put their answers to the questionnaire and reactions regarding the instructions, section organization, layout, and clarity. As per the official statistics of Datareportal.com (2022) and Napoleoncat.com (2022), the number of Facebook users in Bangladesh exceeds 52,765,000 in December 2021 with which millennial users aged 18 to 38 are the largest proportion of 75 percent, while Instagram users are estimated to only 0.26 percent in December 2021. The growing number of Facebook users encourages the researcher to select the sample of Bangladeshi millennial Facebook users, as a proxy for the entire country to examine the proposed model. Subsequently, the draft questionnaire has been circulated among 38 millennial Facebook users in Bangladesh aged 18 to 38 in October 2020, from various backgrounds through Google Forms on Facebook Messenger, WhatsApp, and email. Among them some are working in private jobs, a few are government employees, some are

master's level students, some are seeking jobs and a few are housewives. It is done to confirm that the respondents have understood the questionnaire and answered the questions with a high confidence level. It is to include that, during the filling up of the questionnaire both the researcher and the respondents were online on Facebook messenger and WhatsApp, so that if the respondent has any questions to ask about the survey questionnaire the researcher can solve them. In this regard, a total of 33 responses are gathered while conducting the pilot study.

Accordingly, a few important pieces of feedback from the respondents resembling the final sample have been attained while conducting the pilot study which further helps the researcher to modify the overall questionnaire following the comments. In this stage, six instruments (questions) have been restructured to comprehend the meaning easily, eliminating three confusing terms and the two sections are repositioned as well as the changed layout and clarity so that finally it is perceived easily among the respondents.

As an outcome, these activities ensure the respondents understanding and readability of the questionnaire. Therefore, the questions in the questionnaire are finally confirmed to be distributed through Google Forms for the final survey determinations. In Appendix A, the final version of the questionnaire is presented.

4.7.3. Construct Measurement:

To develop the questionnaire, the questionnaire items are adapted from various sources while conducting the literature review. In **Table 4.1**, the 20 close-ended questions are presented which will be measured using a five-point Likert scale ranging from strongly disagree to strongly agree.

Table 4.1: Construct Measurement of the Research.

Constructs	Questions	Source
The entertainment value of Facebook advertising	Using a Facebook brand page is entertaining	Jayasingh (2019), Asghar (2015), Kim et al. (2009)
	Reading and watching entertaining brand content on the Facebook brand page provides an opportunity for me to have a fun time on Facebook	Bento, Martinez and Martinez (2018), Enginkaya and Yilmaz (2014)
	The Facebook brand page provides me with fun and pleasure	Jung et al. (2016)
	Entertaining brand content on the Facebook brand page influence my intention-to-purchase	Bento, Martinez and Martinez (2018), Enginkaya and Yilmaz (2014)

Perceived usefulness value of Facebook advertising	Through Facebook brand pages I can easily accomplish purchase activities	Reiter, McHaney, and Connell (2017), Ruiz-Mafe, Marti-Parreno and Sanz-Blas (2013)
	Facebook brand pages enhance my purchase effectiveness	Reiter, McHaney, and Connell (2017), Ruiz-Mafe, Marti-Parreno and Sanz-Blas (2013)
	The Facebook brand page is useful in purchasing what I want	Ahmed and Khan (2017)
	Facebook brand pages conveniently fulfill my intention-to-purchase	Khare and Rakesh (2011)
Social Media Influencer Marketing	Social media influencers on Facebook are trustworthy (source credibility)	Ohanian (1991), Ha and Lam (2017), Wen (2019)
	Social media influencers endorsing products on Facebook have a very attractive personality (source attractiveness) (adopted)	Ohanian (1991), Ha and Lam (2017), Wen (2019)
	The products or brands endorsed are suitable for the social media influencer to represent (product match-up)	Ohanian (1991), Ha and Lam (2017), Wen (2019)
	Products or brands promoted by social media influencers live videos or images influence my intention-to-purchase	Ohanian (1991), Ha and Lam (2017), Wen (2019)
Consumer's Online Engagement	I read posts and comments on Facebook brand pages	Gummerus et al. (2012)
	I express my reactions to Facebook brand pages posts and comments by Facebook buttons (like love, care, wow, haha, sad, and anger)	Jayasingh (2019), Schivinski et al. (2016)
	I visit the pages of brands I follow on Facebook	Dabbous and Barakat (2019), Gummerus et al. (2012)
	Watching live videos, images, and Facebook watch on the Facebook brand page influenced my intention to purchase.	Bento, Martinez and Martinez (2018), Tsai and Men (2013)
Purchase Intention	Seeing posts and comments on the Facebook brand page increases my purchase interests	Dabbous and Barakat (2020)
	I intend to purchase products I see on Facebook brand pages	Dabbous and Barakat (2020)
	I prefer to buy brands I see on Facebook rather than those I see on other channels (visiting stores, advertisements)	Dabbous and Barakat (2020), Husnain and Toor (2017)
	I have a strong intention to purchase through Facebook brand pages in the future	Dharmesti et al. (2019), Khare and Rakesh (2011)

Source: Present researchers' self-creation through literature review.

Moreover, along with these instruments, this research includes two opinion-based open-ended questions for measuring respondents' in-depth thoughts about the key concepts of Facebook advertisements in the selected three sectors. These questions are asked to understand the participants' interests in the Facebook advertisements regarding local fashion and lifestyle, event management, and photography services on Facebook brand pages. Further, to understand the participants' concern about the likes, comments, and shares indicating the online engagement behavior towards the Facebook brand pages, another question is added.

These are presented below in **Table 4.2:**

Table 4.2: Opinion-based open-ended questions of the study.

<p>What is your opinion regarding the following two statements?</p>	<p>1. Do you think Facebook brand pages in local fashion and lifestyle, event management, and photography services as Facebook advertisements help develop your purchasing willingness?</p> <p>2. If Facebook brand page posts contain many likes, comments, and shares do they influence your intention-to-purchase to the displayed products of fashion and lifestyle, event management, and photography services?</p>
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Source: Present researchers' self-creation.

Among the several measurement methods, while preparing the questionnaire, this research applied a scaling approach, specifically the Likert scale. It is recommended by previous scholars that, the Likert scale is the most popular measure in evaluating individual attitudes (McLeod, 2008). Through the Likert scale, the sample can be measured on attitudinal scales regarding a certain topic of the research undertaken (Erkan, 2016). In this scale, the respondent's opinion can be extended from one end to another end of the scale ranging from mostly favoring the statement about the topic to another extreme that is against it (Zhung,

2017). In this pattern of scale, the respondents need to express the range of agreeing or disagreeing towards a series of opinion-based statements rather than a simple expression of yes or no responses (McLeod, 2008). Moreover, the Likert scale can be easily analyzed by applying quantitative data analysis tools.

A variable is an object which can be changed and can undertake numerous values (Flannelly, Flannelly, and Jankowski, 2014). Connected to this, an independent variable is a variable that could be altered in any experiment to examine how it is impacting the dependent variable (Bloomfield and Fisher, 2019; Flannelly, Flannelly, and Jankowski, 2014).

In this research there are three independent variables; the entertainment value of Facebook advertising, the perceived usefulness of Facebook advertising, and social media influencer marketing identified to complete the independent testing upon its association with the dependent variable. On the contrary, the dependent variable is examined regarding how the independent variable is impacting the characteristics of the dependent variable to portray any significant amount of change or not (Bloomfield and Fisher, 2019). Concerning this, in this research purchase intention is the specified dependent variable applied to represent whether the three independent variables affect or change the purchase intention as a dependent variable or not. Moreover, the mediating variable in this study is the consumer's online engagement identified to investigate whether it is influenced by the three independent variables or not, which will also influence the purchase intention as the dependent variable (Hayes, 2009).

4.8. Validity and Reliability Testing:

In the research methods, regardless of quantitative or qualitative study, the validity assumes the dissimilar outcome apprehended by the results to the extent of reality (Haq, 2014). Validity in any research establishes the reliability of the research outcome positing 'good' or 'bad' (Mohajan, 2017; Saunders, Lewis, and Thornhill, 2012). Connected to this, if the difference between what is being measured to what is envisioned to be measured is minimal, the researchers postulated that validity is achieved (Maithel et al., 2006). Broadly, there are seven types of validity in research methodology: face validity, content validity, construct validity, internal validity, external validity, statistical validity, and criterion-related validity

(Mohajan, 2017; Zamanzadeh et al., 2014; Wynd, Schmidt, Schaefer, 2003).

Connecting to the above discussion, face validity is the extent to which, the way the anticipated results of the research appear initially, as asserted by Maithel et al. (2006). But, Haq (2014) affirmed that, as this validity is concerned with any statistical measures, but only established the results on assumptions, thus this measure is not a scientific method for further verification. Whereas content validity indicates if the research covers all the essential contents to represent the constructs backed up by the theoretical framework (Lawshe, 1975). Moreover, this pattern of validity is specialized as the subjective form of measurement depending on the expert's and professionals' opinions of the research domain which is being investigated (Wynd, Schmidt, and Schaefer, 2003). Dissimilar to face validity, statistical tools can be implemented by the researchers to examine content validity (Zamanzadeh et al., 2014). Another validity type is constructed validity, describing the behavioral pattern or the characteristics reflected solely for the research phenomenon in exposing a congruent representation of the image or idea (Maithel et al., 2006). Importantly, this validity determines the inferences generated from the operationalizations or from theory to practices, but to do this the research must present an adequate source of literature support (Mohajan, 2017). Construct validity is further classified into four types: convergent validity, discriminative validity, nomological network, and multitrait-multimethod matrix, as suggested by Haq (2014). To conduct the construct validity, it is recommended by Maithel et al. (2006) that, a survey through the questionnaire is the best method to identify the concepts and underlying notions in this validity. In referring to internal validity, Lawshe (1975) asserted how the observed effect is exactly affected by the independent variable in the study. More clearly, internal validity is the degree to which way the independent variables are impacting the dependent variable. On the contrary, if the outcome of the study can be operationalized more than the sample or in any other settings, then it can be said that external validity is achieved (Haq, 2014). Lastly, criterion validity is measuring the accuracy of the results by comparing the tangible results initially predicted measure (Zamanzadeh et al., 2014).

This research confirmed that construct validity, content validity, and Face validity are achieved. Because, to fulfill the aim of this research, investigating millennial

consumers' purchase intention, construct validity is most suitable. It is to include that; the questionnaire is adopted as the survey method to collect the primary sources of the data. which is further examined through hypotheses supporting the theoretical framework of the study. Before approaching the final survey, pilot testing is conducted among the 33 respondents who are the representative of the sample of the study along with three experts' opinions. Thus, this also legitimizes the adoption of construct validity in the present study. Additionally, the reliability test of Cronbach's alpha, statistical analyses through structural equation modeling (SEM), and multiple-regression analysis affirmed the convergent and discriminant validity of the research (Zamanzadeh et al., 2014). And the content validity is covered by approaching a systematic literature review that synthesizes important theories and contents to develop the studies' theoretical framework. Adding to the above details, this research also ensures face validity by initially discussing the importance of Facebook advertising in consumers' lives, the purchase intention formed through the Facebook brand pages, and the gradual increase of millennial Facebook users engaging in these pages. All these reasons justify the viability of this research. Therefore, this is justified by the rationale of the studies' construct, content, and face validity measurement.

In considering the reliability of the instruments, Cronbach's alpha (α) test is implemented in the study to display the consistency between measurements in generating the scales (Erkan, 2016). To show the scales for this purpose, convergent and discriminant validity tests are employed in this research. Adding to this, Hair et al (2010) postulated that, convergent validity is tested using composite reliability (CR), average variance extracted (AVE) and confirmatory factor analysis (CFA) or factor loadings, in establishing the consistency between the measurements and their internal scale relativity. While comparing convergent validity Hair et al (2010) defined, that discriminant validity determines if the measurement is not like any other measurement in the instruments or not.

Reliability testing is known as the accuracy of measurement, where business is absent to measure the result consistently at any point in time (Hinton et al., 2014; Sekaran, 2003). In associating with this, Hair et al. (2010) postulated that the reliability test verifies that the responses are not fluctuating at any point in time, therefore the accuracy of measurement at any time is consistent. As per Hinton et al. (2014) and Hair et al. (2014), the most convenient

and standard reliability test is Cronbach's Coefficient Alpha in measuring the 'multipoint- scaled items' ensuring that, if the coefficient is higher, the reliability would be better (Zhung, 2017). In **Table 12 in Appendix B** Cronbach's alpha coefficient range is presented which is adopted from Hair et al. (2010) included in Zhung (2017).

Connected to the above, Leech, Barrett, and Morgan (2015) specified that, if the questionnaire is involved several Likert-type items further added to generate the composite score, alpha is more suitable to determine the average correlation of individual items in the scale with other items. Importantly, according to social science research, the reliability coefficient must be above 0.70 is acceptable (Hair et al., 2010). Moreover, Haq (2014) and Sandelowski (2000) stated that the alpha value is very sensitive to the number of items in a reliability test. Indeed, the extremely higher value of alpha is not a positive sign, as there must be unnecessary questions, the low alpha is indicating inadequate questions in the questionnaire.

4.9. Statistical Testing:

To test the hypotheses indicating the outcome of the survey data, the researchers implement statistical testing to decide if the outcome is significant to the objective or not. To make it clearer, Smith (2013) enumerated that, the researchers examine the hypotheses in a quantitative study to validate whether the findings generated through the survey occurred unintentionally or not.

4.9.1. Analysis of Quantitative Data:

To affirm that the data has no missing values or outliers, in the data analysis section of Chapter 5, data cleaning is utilized. For this purpose, IBM® SPSS STATISTICS version 26 and AMOS 23 are used for the quantitative data analysis. The data cleaning is performed on SPSS 26 which is applied for data coding and screening of the full data set of the responses. After that, descriptive statistics is approached to understand the reliability of the instrument measurements. Thereafter, Structural Equation Modelling (SEM) is utilized with the support of AMOS 23 software to validate and legitimize the theoretical framework of this study.

4.9.1.2. Structural Equation Modelling (SEM):

In the present social science research domain, SEM is the most useful statistical technique for validating and examining any theoretical framework (Hair et al., 2010). Further, while applying SEM several multivariate techniques can be implemented, and at the same time, the association between dependent and independent variables of the conceptual framework can be examined, according to Nunnally and Bernstein (1995) and Fornell and Larcker (1981). In comparing Covariance-Based (CB) Structural Equation Modelling (SEM) and Partial Least Square (PLS) Structural Equation Modelling (SEM), this research applies CB- SEM as the objective is to test existing theories and models previously revealed by the academics rather than constructing a theory (Hair et al., 2017). In addition, Hair et al. (2017) suggested that if the research aims for model fit including a sample size above 200 and using reflective scales, then CB-SEM is appropriate. This research seeks to examine model fit by adapting 20 scale items that are reflective of the estimated 385 samples. Thus, in the present research context, CB-SEM is suitable to apply.

In the present research, considering the above arguments in support of the CB-SEM technique, this is implemented to examine the hypothesized model and the theoretical framework in the study.

Moreover, the SEM technique is applied in two phases, after conducting the confirmatory factor analysis (CFA) the structural model is investigated through SEM. To be specific, CFA is the approval of the inter-relationship of the observation's measurement items in a set and their underlying factors (Hair et al., 2014; Fornell and Larcker, 1981). While the structural model is the extent to which the underlying. In adding to these details of SEM, the assessment of model fit is crucially important in elaborating the confirmation of factor loadings of CFA and hypotheses. In discussing the most commonly applied fit indices in SEM technique as the model fit, Erkan (2016) noted by referring to Hair et al. (2010) that; chi-square (χ^2) to degree of freedom (Df), comparative fit index (CFI), the goodness of fit index (GFI), adjusted goodness of fit index (AGFI), incremental fit index (IFI), and root mean square error of approximation (RMSEA). And, these seven indices, Hair et al (2010) further recommended examining at least four of them about CFA and the structural model. Therefore, this tested all of these models' fit indices associated with critical ratio (t-value),

critical value (p-value), and standardized estimate, furthermore, bootstrapping method is used for the mediation analysis.

4.9.2. Mediation Effect Analysis:

If the conceptual model includes mediating variables, the study then has to conduct the mediation analysis. There is a direct, indirect, and mediating effect relationship, which needs to be analyzed by applying the bootstrapping method in SEM, suggested by Byrne (2013) and Cheung and Lau (2008). In a direct-effect relationship, the direct impact is caused by the independent variable on the dependent variable (Byrne, 2013; MacKinnon, 2008). Whereas the mediator as a variable influences the interfering effect on the direct relationship between the independent and dependent variable, it is the mediating effect of the mediator (Cheung and Lau, 2008). Furthermore, the mediating variable is controlled thus, the independent variable no more impacts the dependent variable (Gaskin, 2021; Hair et al., 2014). In this research, consumer's online engagement is considered as a mediating variable to examine the intrusive effect on the direct relationship between the entertainment value of Facebook advertising, perceived usefulness of Facebook advertising, and social media influencer marketing as the three independent variables towards purchase intention as the dependent variable.

4.10. Ethical Consideration:

While conducting the study Blumberg et al. (2014) and Cooper and Schindler (2014) suggested that the researcher should be concerned about moral values and ethical principles, which are denoted as ethical issues., Erkan (2016) addressed that the significance of ethical issues must be specified by the researchers if humans as the respondents are involved in the accomplishment of the research.

In accompanying any research, a few ethical considerations must be taken into account as per Dymon and Holloway (2011) mentioned in Anongdeh and Barre (2019) on page no. 19. These are the individualized accuracy of unrestricted and well-versed choice, safety against impairment, and the moralities of confidentiality, independence, and trustworthiness (Dymon and Holloway, 2011). It is noted that to achieve the standard of this research all of these issues are carefully considered from an ethical perspective, especially in data collection. This

research entails close-ended survey questions and open-ended questions in the questionnaire for data collection which is conducted on Facebook by sending google survey links personally by the researcher. Claimed by Dymon and Holloway (2011), it is to say that the ‘conviction-oriented human associations’ are the foundation of an ethical study. Regarding the selection of respondents, the researcher ensures that the respondents voluntarily participated in the study knowing the objective of participation and not being injured by anyone. As the objective of the research is to measure, millennial Facebook users’ behavior who follow Facebook brand pages for fashion, event management, and photography; the researcher implements purposeful sampling (Campbell, 2020).

Also, to conform with the ethical principle, respondents have accepted a letter of consent to take part in the survey willingly with the choice of withdrawing from it at any time. To reduce the associated risk of participation in the survey, respondents’ identity is kept anonymous by managing serial numbers. No information or acquittance have been disclosed during the data collection and analysis. Along with the close-ended questions, open-ended questions are also added so that respondents can get an opportunity to reflect on their opinion in their way. To corroborate the data, open-ended questions are added. A pilot survey was accompanied before approaching the final data collection for improvement and data accuracy.

The famous researchers, Collis, and Hussey (2009) stipulated that; without the consent of the respondents the study is not ethical and each of the respondent’s personal information must be stored privately. Connecting to this, Cooper and Schindler (2014) asserted five specifications of ethical obligations which must be maintained by the researchers presented in **Table 13 in Appendix B:**

It is to state that while conducting the data collection and preparing the findings, this research has ensured all these requirements cautiously throughout the study. Furthermore, the researcher has individually informed each of the respondents through messenger, email, and WhatsApp about the importance of their involvement in the study with the study purpose. The study respondents have consented that they are participating in the research without any force, and the responsible choice is willing. Moreover, the respondents are also ascertained by the researcher about the withdrawal from the survey. Besides, the researcher has

individually confirmed that the responses will be utilized collectively instead of individually. While the COVID-19 pandemic was continuing, the data collection process was conducted during the lockdown. Therefore, the researcher couldn't gather the data offline, and considering the context of the study (Facebook advertisement) and the respondent's (millennials) characteristics, data collection online is perceived to be deemed suitable.

4.11. Chapter Summary:

The existing chapter has drawn up the research methodology of this study with a discussion of the adopted research philosophy and design of the study. This chapter is organized into twelve relevant sections, which contains a discussion of the associated research terms and rationale for adopting the most suitable approach in the current study. After the introduction, section 4.2 describes the different research philosophies and rationale for choosing pragmatism as the research philosophy in the study. Thereafter, the research design of the study is presented along with the proper justifications of the academics in section 4.3, which is followed by the research approach in section 4 along with the rationale for the adopted research approach. Then, the research strategy is discussed focusing on the primary and secondary data, and the rationale for choosing a survey as a research strategy is elaborated in detail which is contained in section 4.4. Subsequently, section 4.5 entails the population and sampling of the study. Within the same section, the sample design including the present studies' sample design and the sample size is presented. Afterward, data collection methods or instruments are discussed in section 4.6, which is one of the largest sections in this chapter. This section includes the sub-sections of the questionnaire as a research tool, the rationale for implementing the questionnaire as the data collection tool, pilot Study, construct Measurement, and data scale of measurement. Next, section 4.7 involves the explanation of variables following the later section on validity and reliability in section 4.8. After that, the statistical technique is represented in section 4.9 containing the details of quantitative data, structural equation modeling (SEM), linear regression, multiple regression analysis, and mediation effect analysis. And, in section 4.10 the ethical consideration is presented in the present research aspect with the concluding section 4.11, as chapter summary.

Chapter 5: Findings and Discussions

5.1. Introduction:

The existing chapter presents the findings and discussions of the collected data in this research. For this purpose, the chapter is segmented into twelve major sections. The next section (section 5.2) describes the demographic information of the respondents of the study, followed by section 5.3 and 5.4 the data analysis of the study including the multivariate analysis, missing data, outliers, and normality for improving the data quality. After that, the exploratory factor analysis (EFA) analyzed through SPSS 26 is revealed in the KMO and Bartlett's test of sphericity in section 5.5, and next in section 5.6, the confirmatory factor analysis or CFA is analyzed through structural equation modeling (SEM) technique by AMOS 23 is approached. In this section, the values of composite ratio (CR), average variance extracted (AVE), maximum shared variance (MSV), measurement model, and goodness of fit indices all result within the acceptable range. This confirmed the convergent and discriminant validity concerns in the study. After this section, section 5.7 represents structural model examination and hypotheses testing, which is revealed that among the seven hypotheses stated in the chapter 2 literature review, five are supported along with the partial mediation effect. Next, discussions on the findings of quantitative data are presented in section 5.8 followed by section 5.9, the qualitative data analysis. Lastly, in section 5.10 the discussions on the findings of qualitative data analysis are included in the concluding section 5.11 as the chapter summary.

5.2. Demographic Information of the Respondents:

The following section discusses the demographic characteristics of the respondents, these are gender, age, marital status, educational level, occupation, and range of monthly income. This study collected data from 386 respondents who are millennial Facebook users aged between 18 to 40 in Bangladesh between the periods of January 2021 to June 2021. **Table 5.1** represents the demographic profile of the respondents. The table is reflecting that among the 386 respondents 50% are females and 49.7% are corresponding to males, followed by 60% as unmarried, which is the largest segment and 38.3% are married in terms of marital status. Furthermore, the table shows that 33.9% of the respondents are between the ages of 24 to 29, followed by 33.4% between the ages of 18 to 23. As shown in the table thereafter, the respondents are mostly graduated having

47.4% frequencies, followed by post-graduation which demonstrates 44.6%. Furthermore, the frequencies of the occupation demonstrate that the largest group of respondents are unemployed at 38.3% and the second-highest group has private-sector jobs showing 30.8%. Details about their range of income are also collected, which indicates that 37.6% of respondents do not have any self-income, followed by 28.2% income group who are earning below 30,000 monthly in BDT.

Therefore, summarizing the demographic information of 386 respondents in this study, it is to state that according to gender both male and female millennials are almost equally corresponding to the Facebook users in Bangladesh, following local fashion, event management, and photography services Facebook brand pages (FBPs). Interestingly, the table explains that the largest number of respondents (223) are unmarried followed by the age group of 24-29 and 18-23, who are mostly graduates (183) and post-graduates (172) searching for jobs (unemployed – 148) with no self-income (145). Therefore, these synchronized frequencies as per the individual categorization generated from the sample of 386 millennials, the millennial Facebook users in Bangladesh are majorly from the age group 18 to 29 which is justified by the latest published report of Napoleoncat.com (2022) and Datareportal.com (2022). Also, as this age group is majorly yet to accomplish their graduation and post-graduation, studying in various universities in Bangladesh, therefore; their occupation level is largely unemployed without self-income. However, after conducting the initial screening of normality test, 27 responses are eliminated due to lower probability value (0.001) as outlier, thus 359 responses have been analyzed.

Therefore, the brand page managers and advertisers operating in the chosen local-fashion products, event management, and photography services sectors must carefully redesign their advertisements to integrate these demographic indicators.

Table 5.1: Demographic information of the respondents in the study.

Respondent N = 386			
Variable	Category	Frequency	Percent (%)
Gender	Male	192	49.7
	Female	193	50
	Prefer not to say	2	0.5
Marital Status	Unmarried	223	60
	Married	148	38.3
	Divorced	6	1.6
	Widowed	2	0.5
Age	18-23	129	33.4
	24-29	131	33.9
	30-35	83	21.5
	36-40	45	11.7

Level of Education	S.S.C.	7	1.8
	H.S.C.	37	9.6
	Graduation	183	47.4
	Post-graduation	172	44.6
Occupation	Self-employed	71	18.4
	Government Service	41	10.6
	Homemaker	20	5.2
	Unemployed	148	38.3
	Private sector/corporate service	119	30.8
Range of monthly income (in BDT)	No self-income	145	37.6
	Below 30,000	109	28.2
	30,001-50,000	74	19.2
	50,001 and above	60	15.5

Source: Present researchers' self-creation through data collection.

5.3. Data Analysis:

The data analysis for quantitative instruments is tested for data screening, multicollinearity, convergent and discriminant validity, reliability, measurement, and structural model analysis through AMOS 23 CB- SEM, and IBM® SPSS Statistics 26. The following sub-sections discuss the details in this regard:

5.3.1. Preliminary Examination of the Data:

Before examining the measurement model evaluation, a preliminary analysis was conducted to examine the data accuracy, quality, and missing data on the descriptive statistics procedure of the statistical tool package SPSS 26. To begin with the data analysis, the data set obtaining 386 responses are verified for checking the preliminary analysis regarding the following issues:

5.3.1.1. Testing the assumptions for multivariate analysis:

To determine the eligibility of the dataset for further conducting the multivariate analysis or not, the missing data, outliers, normality, linearity, and multicollinearity are identified, which are conferred as follows:

5.3.1.1.1. Missing Data:

The identification of missing values initially can reduce the underlying problems associated with the reliable outcome of the collected data. Using the descriptive analysis in IBM® SPSS Statistics version 26 no missing values are found in the dataset.

5.3.1.1.2. Outliers:

If the values in the dataset contain different characteristics from each other of the other data, it is assumed that there are outliers that exist resulting inaccurate statistics of the non-normal data with either very high values or low values (Tabachnick and Fidell, 2014; Hair et al., 2010). To distinguish the outliers from the dataset, the multivariate detection method with the use of Mahalanobis distance is applied to identify the distance of a data point from the deliberated centroid point of the cases (Pallant, 2016). Then, the centroid point is examined regarding the mean connection with the other associated variables in the dataset (Hair et al., 2010). For assessing the normality and outliers test out of the 386 responses, 27 responses have been eliminated due to the probability values in the Mahalanobis outlier as less than 0.001 (Pallant, 2016). For checking the multicollinearity assumptions, the relationship of ENT, PU, SMI, and CE as the independent variable with the dependent variable PI must be less than 0.70 (Pallant, 2016), presented in Table 1.

5.3.1.1.3. Normality:

While applying SEM techniques for data analysis, one crucial issue is to determine whether the data is normally distributed or not (Erkan, 2016). For accomplishing this process, skewness and kurtosis tests are adopted by the researchers (Tiruwa, 2019). Connected to this, whether the distribution of the data is on the left side or right side is referring to the skewness of the normal distribution (Hair et al., 2010). Likewise, kurtosis signifies the data distribution by measuring the evenness or flatness (Hair et al., 2010). Moreover, Hair et al. (2010) asserted that the acceptable value of skewness is $< \pm 3$, and for kurtosis is $< \pm 10$ for all the variables in a study.

5.4. Reliability and Validity Assessment:

How dependably a method can measure something is termed reliability (Hinton et al., 2014). Additionally, Leech et al (2015) denoted that reliability means the extent of the consistent measurements. Likewise, Sekaran (2003) found that reliability assesses the measurements of any indicators without any bias over time. It is to state that, within the same methods and circumstances if the method can bring the same results, it is considered a reliable measurement (Bryman and Bell, 2011; Hair et al., 2010). In addition to this, Eechaute et al. (2007) and Russ-Eft (1980) posited that stability reliability, internal consistency, and interrater reliability are the three key types of reliability. Stability reliability or test, re-test reliability is repeating the same test on the same

subjects over time, and in the future, the outcomes are compared with the previous test (Bryman and Bell, 2011). Whereas internal consistency or reliability estimates the exactness of the measuring instruments which contains the same characteristics, as affirmed by Russ-Eft (1980). Moreover, it verifies the multiple indicators which evaluate any specific construct to understand whether the indicators are consistent and associated with each other (Bryman and Bell, 2011; Eechaute et al., 2007). More clearly, this is applied if there are any inconsistencies in the number of researchers' decisions about the indicators (Russ-Eft, 1980).

As per the above discussion, supporting Bryman and Bell (2011), this research is corresponding to internal reliability due to the inclusion of different constructs with numerous measures, survey as a questionnaire measure has collected a good number of responses about the same phenomenon and the responses are measured through categorization of scales (agree to disagree). Furthermore, as per Hair et al. (2010), Cronbach's alpha is a well-established technique to examine internal reliability. In the earlier chapter of the research methodology, it is shown through **Table 4.9 (chapter 4)** that, as a rule of thumb by Hinton et al. (2014) and Hair et al. (2010) the alpha coefficient value within 0.7 to 0.8 is good and 0.8 to 0.9 is very good reliability comparing to 0.0 to 0.6 as poor and 0.6 – 0.7 as moderate reliability. In this study, after conducting the pilot study among the 33 representatives of the sample of millennial Facebook users in Bangladesh, the study employed a semi-structured and standardized survey questionnaire in which the internal reliability is checked.

However, 1 item from Entertainment Value of Facebook Advertising, Social Media Influencer Marketing, and Consumer Engagement and 2 items from Purchase Intention have resulted in higher alpha in the item-total statistics table than Cronbach's Alpha of reliability statistics table. Comparing the final values with Cronbach's Alpha if item deleted column values, these 5 items of four variables have been removed for improving the further analysis (Pallant, 2016; Jarvis, MacKenzie and, Podsakoff, 2003; Tabachnick & Fidell 2007). Factor loadings of more than 0.5 on separate five components are retained from the pattern matrix (Palant, 2016; Tabachnick and Fidell, 2007).

Table 5.2 is demonstrating that for each of the constructs or variables Cronbach's alpha is well- above the good value of 0.6 to 0.7 as per Hinton et al. (2014) and Hair et al. (2010), therefore, there remained 15 scales are accepted in this study for further analysis.

Table 5.2: Confirmatory Factor Analysis for Convergent Validity

Construct	Item	Cronbach's alpha
Entertainment Value of Facebook advertising	ENT1	.862
	ENT2	
	ENT3	
Perceived Usefulness of Facebook advertising	PU1	.827
	PU2	
	PU3	
	PU4	
Social Media Influencer Marketing	SMI1	.822
	SMI2	
	SMI3	
Consumer's Online Engagement	CE1	.793
	CE2	
	CE3	
Purchase Intention	PI3	.829
	PI4	

Source: Present researchers' self-creation through data analysis.

5.5. KMO and Bartlett's Test of Sphericity:

It is recommended by earlier scholars that before approaching confirmatory factor analysis (CFA), the researchers should conduct exploratory factor analysis (EFA), KMO, and Bartlett's test (Pallant, 2016; Hair et al., 2010). It shows the accuracy of the data for CFA. Hinton, McMurray, and Brownlow (2014) specified the KMO or Kaiser-Meyer-Olkin test within 0 to 1 and the values closer to 1 tend to be good values. However, Bartlett's test of sphericity predicts the P value must be not higher than 0.05 for determining the level of significance, Hair et al. (2010) recommended the lower P-value (less than 0.05) indicating the dataset is eligible for the exploratory factor analysis (EFA).

From 359 usable responses, in **Table 5.3**, the exploratory factor analysis (EFA) using maximum likelihood as the extraction method has been conducted to check all the components including 20 items (Reio Jr and Shuck, 2015). This method identified 5 components with eigenvalues greater than 1 and explained 63.72 percent of the variance which is showing a good fit with the Kaiser-

Meyer-Olkin (KMO) Measure of Sampling Adequacy as 0.923 which is well above the cut-off value of 0.60 or above in Table 3 (Pallant, 2016; Reio Jr and Shuck, 2015). Therefore, after achieving a good fit the researcher assumes that the model represents data for further analysis.

Table 5.3: Results of KMO, Bartlett’s Test of Sphericity, and factor loadings of the exploratory factor analysis (EFA)

KMO and Bartlett's Test	Measure of Sampling	Approx. Chi-Square	df	Sig.
	.923	3168.279	171	.000
Construct	Item	Factor Loadings		
Entertainment Value of Facebook Advertising	ENT1	.724		
	ENT2	.907		
	ENT3	.809		
Perceived Usefulness of Facebook advertising	PU1	.641		
	PU2	.780		
	PU3	.746		
	PU4	.734		
Social Media Influencer Marketing	SMI1	.639		
	SMI2	.909		
	SMI3	.656		
Consumer’s Online Engagement	CE1	.837		
	CE2	.567		
	CE3	.707		
Purchase Intention	PI3	.919		
	PI4	.596		

Source: Present researchers’ self-creation through data analysis.

Along with the factor loadings of exploratory factor analysis (EFA) and Cronbach’s alpha coefficients of the reliability analysis, the further analysis contains composite reliability, average variance extracted (AVE) and maximum shared variance (MSV) derived from the confirmatory factor analysis (CFA) which is discussed below.

5.6. Confirmatory Factor Analysis:

5.6.1. Convergent and Discriminant Validity:

Convergent validity is denoted as the high amount of variance shared by all measured variables attached to the specific latent variable which is common (Hair et al., 2014). Moreover, convergent

validity estimates the way the measures in a study are correlated to each other (Hair et al., 2014). While this study measures whether the measures to be examined are within the same scale or not testing the factor loading, critical ratio (t-value), composite reliability (CR), and the average variance extracted (AVE). Furthermore, it is evaluated by the composite reliability (CR), which is the indicator of internal consistency, accompanied by the average variance extracted (AVE), as the brief indicator of the convergence along with the item-loadings constructs' mean-variance extraction (Hair et al., 2014). Also, Hair et al. (2014) and Fornell and Larcker (1981) posited whether the convergent validity or correlation among the items within a factor (factor loading) is achieved or not is determined by measuring composite reliability (CR) > 0.70, average variance extracted (AVE) > 0.50 and CR > AVE.

Adopting the scale validation procedures by Straub (1989), the present research includes a validity test comprising convergent validity following discriminant validity. After confirming the data screening procedure initially, in **Table 5.4**, for convergent validity 15 reflective constructs (close-ended questions) as the items have been chosen to adopt from the relevant literature, which is included in the table again. Each item factor loadings of the latent variable in Table 4 are showing the convergent validity achieved regarding the standardized factor loadings of 0.5 and above correlating 5 latent constructs (Hair, Black, Babin, and Anderson, 2014; Anderson and Gerbing, 1988). The analysis of Construct Reliabilities (CR), Average Variance Extracted (AVE) and Maximum Shared Variance (MSV) are also indicating adequate convergent validity where, 15 items Cronbach's alpha coefficient is above the threshold value of 0.70, CR is greater than 0.70 or above, AVE is more than 0.5 or above and MSV should be less than AVE confirming the strength of the internal consistency (Nunnally and Bernstein, 1995; Fornell and Larcker, 1981).

Table 5.4: Confirmatory Factor Analysis for Convergent Validity.

Construct	Item	Questions and the sources	CR	AVE	MSV	MaxR(H)
Entertainment Value of Facebook Advertising	ENT1	Using a Facebook brand page is entertaining (Jayasingh, 2019; Asghar, 2015; Kim et al., 2009)	0.772	0.532	0.449	0.785
	ENT2	Reading and watching entertaining brand content on the Facebook brand page provides an opportunity for me to have a fun time on Facebook (Bento, Martinez,				

		and Martinez, 2018; Enginkaya and Yılmaz, 2014)				
	ENT3	The Facebook brand page provides me with fun and pleasure (Jung et al., 2016)				
Perceived Usefulness of Facebook advertising	PU1	Through Facebook brand pages I can easily accomplish purchase activities (Reiter, McHaney, and Connell, 2017; Ruiz-Mafe, Marti-Parreno, and Sanz-Blas, 2013)	0.864	0.681	0.353	0.873
	PU2	Facebook brand pages enhance my purchase effectiveness (Reiter, McHaney, and Connell, 2017; Ruiz-Mafe, Marti-Parreno, and Sanz-Blas, 2013)				
	PU3	The Facebook brand page is useful in purchasing what I want (Ahmed and Khan, 2017)				
	PU4	Facebook brand pages conveniently fulfill my intention to purchase (Khare and Rakesh, 2011)				
Social Media Influencer Marketing	SMI1	Social media micro-influencers on Facebook are trustworthy (source credibility) (Ohanian, 1991; Ha and Lam, 2017; Wen, 2019)	0.828	0.547	0.513	0.831
	SMI2	Social media micro-influencers endorsing products on Facebook have a very attractive personality (source attractiveness) (adopted) (Ohanian, 1991; Ha and Lam, 2017; Wen, 2019)				
	SMI3	The products or brands endorsed are suitable for the social media micro-influencer to represent (product match-up) (Ohanian, 1991; Ha and Lam, 2017; Wen, 2019)				
Consumer's Online Engagement	CE1	I read posts and comments on Facebook brand pages (Gummerus et al., 2012)	0.825	0.611	0.449	0.830

	CE2	I express my reactions to Facebook brand pages posts and comments by Facebook buttons (like love, care, wow, haha, sad, and anger) (Jayasingh, 2019; Schivinski et al., 2016)				
	CE3	I visit the pages of brands I follow on Facebook (Dabbous and Barakat, 2019; Gummerus et al., 2012)				
Purchase Intention	PI3	I prefer to buy brands I see on Facebook rather than those I see on other channels (visiting stores, advertisements) (Dabbous and Barakat, 2020; Husnain and Toor, 2017)	.829	0.776	0.635	0.513
	PI4	I have a strong intention to purchase through Facebook brand pages in the future (Dharmesti et al., 2019; Khare and Rakesh, 2011)				

Source: Present researchers' self-creation through data analysis.

On the other hand, Hair, et al. (2014) affirmed that the discriminant validity estimates a construct's distinctiveness and dissimilarities from the other constructs. Associating with this, discriminant variability is also indicating that, that each of the corresponding scales is not the replication of anyother scale in the study (Hair et al., 2014). More clearly, the standard value of discriminant validity is explaining that the specific construct is exclusive from other constructs (Tiruwa, 2019; Erkan, 2016). The values of average variance extracted (AVE) and maximum shared squared variance (MSV) are ascertaining the discriminant validity (Hair et al., 2014). It is to state that, if these are within the acceptable range as mentioned in the earlier paragraph, there are no discriminant validity issues (Hair et al., 2014; Fornell and Larcker, 1981). The reliability and validity calculations sufficiently suit discriminant validity in Table 5 presenting that there are no validity concerns thus the indication of discriminant validity (Nunnally and Bernstein, 1995). Consequently, the present expression of each of the square roots of AVE is higher than the other correlation coefficients in **Table 5.5**, indicating that sufficient discriminant validity is achieved (Fornell and Larcker, 1981).

Table 5.5: Discriminant Validity and Correlation Matrix

Constructs	CE	ENT	PU	SMI	PI
CE	0.730				
ENT	0.594	0.825			
PU	0.670	0.589	0.739		
SMI	0.599	0.566	0.670	0.782	
PI	0.618	0.567	0.716	0.649	0.797

Source: Present researchers' self-creation through data analysis.

Therefore, from table 4 and Table 5, the values of composite reliability (CR), average variance extracted (AVE) and maximum shared squared variance (MSV) are within the acceptable ranges suggested by Hair et al. (2014) and Fornell and Larcker (1981). So, among the constructs there are no convergent and discriminant validity issues are present.

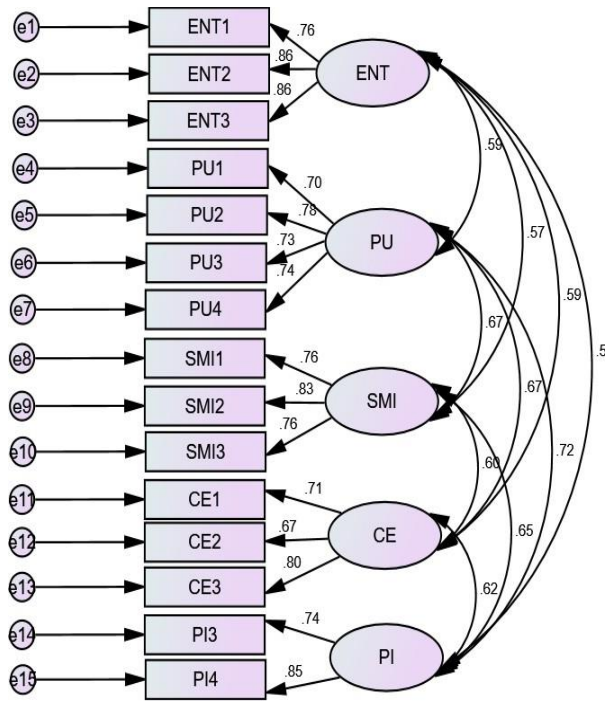
As per Hair et al. (2010), the validity and the CFA must be examined through construct validity assessment and goodness of fit indices. Thus, following this assumption, this research has conducted convergent validity, discriminant validity, and goodness of fit indices before approaching the analysis of the structural model.

5.6.2. Measurement model:

Before performing Structural Equation Modelling in AMOS 23 the Confirmatory Factor Analysis (CFA) has been conducted by applying the maximum likelihood estimation method as it is the most convenient process in SEM (Blunch, 2013). The five constructs considered exogenous are correlated with each other in unique five components of 15 items after the extraction of 5 items in the pattern matrix of EFA (Hair et al., 2014).

The measurement model, which is represented in **Figure 5.1**, is utilized to evaluate the measurement model including 15 items of the five variables of the present study, and thereafter the measurement model fit indices are shown in **Table 5.6**.

Figure 5.1: Measurement Model of the Study.



(source: Output of the measurement model in Structural Equation Modelling).

Primarily, the CFA is performed based on five variables along with the 15 measures. All variables, which are the entertainment value of Facebook advertising (ENT), perceived usefulness of Facebook advertising (PU), social media influencer marketing (SMI), consumer’s online engagement (CE) and purchase intention (PU), are loaded with their measures and tested through CFA. However, Hair et al (2014) affirmed that in the structural equation modeling (SEM) technique, the CFA and the structural model must be examined for a minimum of four tests to ascertain the model fit. Therefore, following this recommendation this study has implemented eight goodness of fit indices which are: Chi-square or χ^2/df which is the expression of the degree of freedom (df), P-value, RMSEA or root mean square error of approximation, GFI or goodness of fit index, AGFI or adjusted goodness of fit index, CFI or comparative fit index, TLI or Tucker-Lewis’s index and NFI. **Figure 5.1** is demonstrating the measurement model fit of the research. After confirming the adequate fit in EFA which is shown in Table 3, the CFA for the 15 items of

5 constructs with CFI is 0.985 well above the cut-off value of 0.95 and RMSEA is 0.036 less than 0.08, as the measurement model fit index summary in **Table 5.6** (Gaskin, 2021).

Table 5.6: Measurement Model Fit Index

Category	Name of Index	Index Value	Level of Acceptance
Absolute Fit	Chi-square or χ^2/df	1.454	$\chi^2/df < 3.0$
	P-value	.005	P-value > 0.05
	RMSEA	.036	RMSEA < 0.08
	GFI	.956	GFI > 0.80
Incremental Fit	AGFI	.934	AGFI > 0.80
	CFI	.985	CFI > 0.95
	TLI	.981	TLI > 0.95
	NFI	.954	NFI > 0.90

Source: Present researchers' self-creation through data analysis.

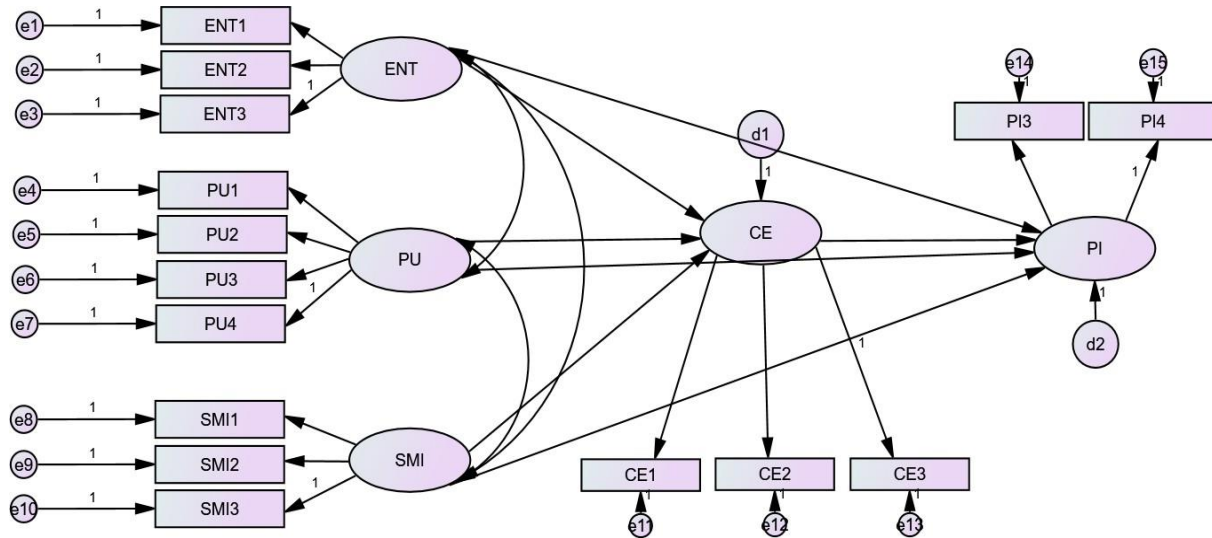
Therefore, no refinement is required regarding the model fit of the measurement model, and this execution of the CFA is further considered for the structural model analysis.

5.7. Structural Model and Hypotheses Testing:

In the structural equation modeling (SEM) technique, Hair et al (2014) suggested that two subsequent steps are needed to perform; confirming the factor loadings through confirmatory factor analysis (CFA) and examining the structural model. In the CFA, the relationships between the variables and their measures are confirmed and in the structural model, the hypothesized relationships which are explained in chapter 2 of the literature review are assessed. The following discussions are focused on the results of the structural model in the present research.

For testing the hypotheses and path analysis as the final step, structural model evaluation is performed in AMOS 23 (Albright and Park, 2009). **Figure 5.2** demonstrates the structural model of the study along with the mediating variable which will examine the direct and indirect effects.

Figure 5.2: Structural Model of the study



(source: Output of the structural model in Structural Equation Modelling).

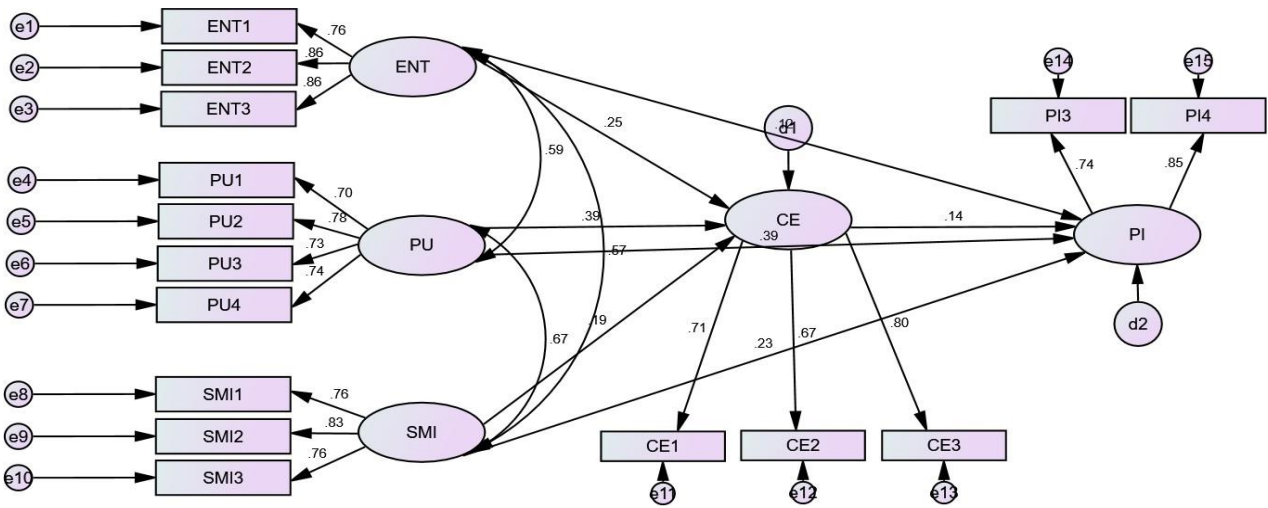
As the conceptual model includes CE (Consumers online engagement) as one mediator for PI (Purchase Intention), thus, mediating role of CE is tested by the Bootstrap method where the direct and indirect effects of the structural model of path coefficient are presented in the **Figure 5.3**. The impact of an antecedent on the outcome variable is caused by an internal change procedure, then this is known as the mediation (Baron and Kenny, 1986). Additionally, this process is recommended by Byrne (2013), MacKinnon (2008), and, Cheung and Lau (2008). In this situation, the mediating variable is responsible for the connection between independent antecedents of Facebook ads (entertainment value of Facebook advertising, perceived usefulness of Facebook advertising, social media influencer marketing) and the outcome variable (purchase intention). The direct path shows the direct effect of the exogenous variable affecting the endogenous variable Purchase Intention and the path coefficient of the indirect path is passing through CE. The model fit of the structural model is also executed good fit ($\chi^2 / df = 1.454$, CFI = .985, RMSEA = .036,

TLI=.981, and GFI=.956) (Gaskin, 2021; Hair et al., 2014), which is almost like the measurement model fit indices presented at **Table 5.6**.

The four path coefficients for the direct effects are not significantly different from zero at the 0.05 level except the regression weight for SMI and PU in the prediction of PI is significant at the 0.01 level. Whereas all three-path coefficients of indirect effects through CE are showing the indication of some mediation effect within the significant indirect effects at 0.05 level.

To examine the potency of the indirect as opposed to direct paths and to calculate the Z value through the mediating effect (Cheung and Lau, 2008), standardized regression weights estimation is presented in **figure 5.3**. Here, ENT has an indirect relationship with CE ($\beta=.255$) is positive at $p<0.001$, thus H1 is accepted. Moreover, PU has a direct relationship with CE ($\beta=.391$) and is positive at $p<0.001$, thus H2 is also accepted. Likewise, SMI is also found to have a direct effect on CE ($\beta=.193$) with $p<0.05$, therefore H3 is supported. However, the path coefficient between CE and PI and ENT and PI indicating no significant relationships ($\beta=.145$ and $\beta=.117$, respectively) are at $p=0.096>0.05$. and $p=0.102>0.05$ respectively. Hence, failed to support H7 and H4.

Figure 5.3: Structural Model (with direct and indirect effects).



(source: Output of the structural model in Structural Equation Modelling).

In this research, seven sets of the explicit relationship of antecedents of PI and CE have been investigated in which three sets are the antecedents of mediating variable CE. Here, the three hypotheses' paths ENT—> CE (H1), PU—> CE (H2), and SMI —> CE (H3) are confirmed to be positively related to CE with the support of empirical results in **Table 5.7**.

Table 5.7: Results of the Hypotheses

Hypotheses	Path	β	p	Comment
H1	ENT → CE	.255	***	Accepted
H2	PU → CE	.391	***	Accepted
H3	SMI → CE	.193	.022	Accepted
H4	ENT → PI	.117	.102	Rejected
H5	PU → PI	.393	.005	Accepted
H6	SMI → PI	.233	***	Accepted
H7	CE → PI	.145	.096	Rejected

Source: Present researchers' self-creation through data analysis.

Moreover, PU and SMI are found to be the key determinants for PI in Facebook advertisement's influence on millennials as these variables show the highest path coefficients both in direct and indirect relationships with the positive p-value. However, the research shows that ENT and CE are not significantly related to PI.

5.8. Discussions on the Findings of Quantitative Data

Analysis:

The research finding confirms two hypotheses that PU is the most crucial determinant following SMI for millennial consumers' online engagement behavior to purchase intention of Facebook brand pages. If the local fashion, event management, and photography Facebook brand pages contain usefulness in searching, ordering, payment, and fulfilling information needs, the millennial consumers generate purchase intention and engage by liking, commenting, and sharing. This relationship between PU and CE is consistent with previous studies where PU shows a significant relationship with consumer engagement on social networking sites such as Facebook. Yin and Qiu(2021) explored the perceived usefulness of the TAM model to improve users' experience impacting purchase intention. Rajapaksha and Dk (2019), Bounkhong (2017), Phuong and Vinh (2017), and Raktham, Chaipoopirutana, and Combs (2017) explored the perceived usefulness of

social media influence millennials' intention-to-purchase towards fashion products. One of the possible reasons for this result is that millennials in Bangladesh are discerning the effectiveness of purchase activities of local-fashion products, event management, and photography services through Facebook brand pages (FBPs). Moreover, these pages operate in such a way that embellishes the usefulness of the products and services which highly influences millennials to engage more and also develop purchase intention.

The social media influencers (SMIs) on Facebook brand pages in selected three sectors are influencing millennials' strong-intention-to future purchases with a higher engagement rate. This is congruent with the preceding academic findings such as Schouten, Janssen, and Verspaget (2019) and Lou and Yuan (2018) revealed that millennial social media users tend to involve and trust more with SMIs rather than celebrities in establishing intention-to-purchase. Similarly, the empirical research of Weismueller et al. (2020) on German millennials exposed that, SMIs with trustworthiness, attractiveness, and skillfulness including a high number of followers increase purchase intention faster. Alternatively, Saima and Khan (2020) found that along with SMI's trustworthiness their entertainment value persuades Indian millennials' purchase intention significantly. Ünal (2019), Lisichkova, and Othman (2017) found that social media influencers strongly affect millennials' intention to purchase by approaching their trustworthiness, expertise, and attractiveness. Kalu (2019) revealed that millennials develop purchase intention for fashion products if the social media influencer demonstrates the features professionally. Moreover, Wen (2019) found that rather than SMIs' attractiveness and credibility, product matchups drive millennial consumers' purchase intention significantly.

However, the entertainment value of Facebook brand pages initiates millennial consumers' online engagement which is consistent with Jayantha (2019), Andre (2015), Wang et al. (2015), and Cvijikj and Michahelles (2013). However, entertainment value does not influence millennial consumers' purchase intention with direct effects, therefore the local fashion, event management, and photography pages not only should focus on the entertainment purpose of influencing millennials' engagement and converting to purchase intention. Rather, marketers should incorporate users cognitive and affective engagement boosting moods, such as; visiting brand pages, and reading and commenting on posts on Facebook. This is supported by the research findings of Jambulingam et al (2019), Jayasingh (2019), Dessart, Veloutsou, and Morgan-Thomas

(2016), and André (2015). Furthermore, the result represents that millennials prefer to get engaged by giving 'like, comment and reading' posts raising their enjoyment rather than developing intention-to-purchase. This is maybe, on Facebook, the event management, photography and local-fashion brand pages users are visible to other users' engagement patterns (likes, comments, and shares) thus, a user wants to become a member of a community demonstrating similar behavior by meeting community members' expectations. This research empirically shows how PU and SMI strongly influence PI and CE whereas ENT only executes CE regarding the brand pages.

Surprisingly, as opposed to the existing literature revealed by Unal (2019), Jayasingh (2019), Bowden and Mirzaei (2018), André (2015), and, Han (2015); consumers online engagement as a mediating variable is found to be insignificant in affecting millennial consumer's purchase intention in Bangladesh in this research. This implies that, rather than focusing on the 'likes, comments, and shares as the dimensions of consumer online engagement of Facebook brand pages of three sectors, millennials are determining their purchase intention behavior by the usefulness of the pages along with expert influencers' credible demonstration. This result is supported by Dankwa (2021) and, Khan, Rahman, and, Fatma (2016), who found fashion brands' consumer engagement as a mediating variable of social media advertising partially mediates consumer behavior. These researchers empirically evidenced that the direct effects relationship (standardized coefficients) towards the endogenous variable influences more compared to the indirect effects of the mediator variable (consumer engagement). Tiruwa (2019) revealed that regarding the gender difference of Indian millennial Facebook users there is no mediation effect of consumer online engagement. Similarly, Zhang, Hu, Guo, and, Liu's (2017) research shows 'community engagement (cognitive and affective)' is not influencing strongly as a mediator. Kabadayi and Price (2014) exposed that, 'commenting' behavior as the dimension of consumer online engagement is negatively related to indicating Facebook users' behavior. Indeed, Hepola, Karjaluoto, Hintikka (2017) and, Leckie, Nyadzayo, and Lester (2016) unleash 'cognitive processing' as the mediator is insignificant driving consumer behavior.

These results reveal that perceived usefulness, social media influencers of Facebook brand pages (FBPs) in local fashion, event management and photography services lead to positive purchase intention and higher engagement rate. Prior research, such as; Zhung (2017) found that between

20 to 39 years Facebook users in Malaysia positively influence purchase intention behavior. Also, Duffet (2015) revealed that South African millennials' Facebook usage characteristics favorably correlated with purchase intention behavior. Most of the studies are focused on the determinants of PI and very few studies separately have been conducted related to this particular study context executing similar results discussed in the above paragraphs. Thus, this researchable to meet this gap.

The next section discusses the qualitative part of the data analysis in this study, which is analyzed quantitatively by applying thematic content analysis to corroborate the research findings of the present study.

5.9. Qualitative Data Analysis:

The first objective of this research is to determine whether Facebook advertising has any influence on millennials' purchase intention in Bangladesh. The analysis of 15 items and 2 opinion-based questions indicates that Facebook brand pages of fashion and lifestyle, event management, and photography positively influence millennials' intention to purchase. For the two opinion-based open-ended questions among the 386 responses, 359 participants' responses have been selected, due to meaningless responses and errors. The analysis of these responses is processed with the guidance of prior research. Among them are Vaismoradi and, Snelgrove (2019), Vaismoradi, Turunen and, Bondas (2013) Fox (2004), Domegan and Fleming (2003) and, Marshall and Rossman (1999) are worth mentioning. Followed by the quantitative data analysis in close-ended questions the open-ended questions are included and descriptively analyzed to corroborate the understanding of the quantitative data. These data have established the in-depth feelings about the questions to put opinions and several distinctive ideas that are not possible to capture through the specified 15 close-ended questions of the discussing topic.

In **Table 5.8** the selected two open-ended questions are presented in the research.

Table 5.8: Opinion-based open-ended questions of the study.

<p>What is your opinion regarding the</p>	<p>1. Do you think Facebook brand pages in local fashion and lifestyle, event management, and photography services as Facebook advertisements help develop your purchasing willingness?</p>
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following two statements?	2. If Facebook brand page posts contain many likes, comments, and shares do they influence your intention-to-purchase to the displayed products of fashion and lifestyle, event management, and photography services?
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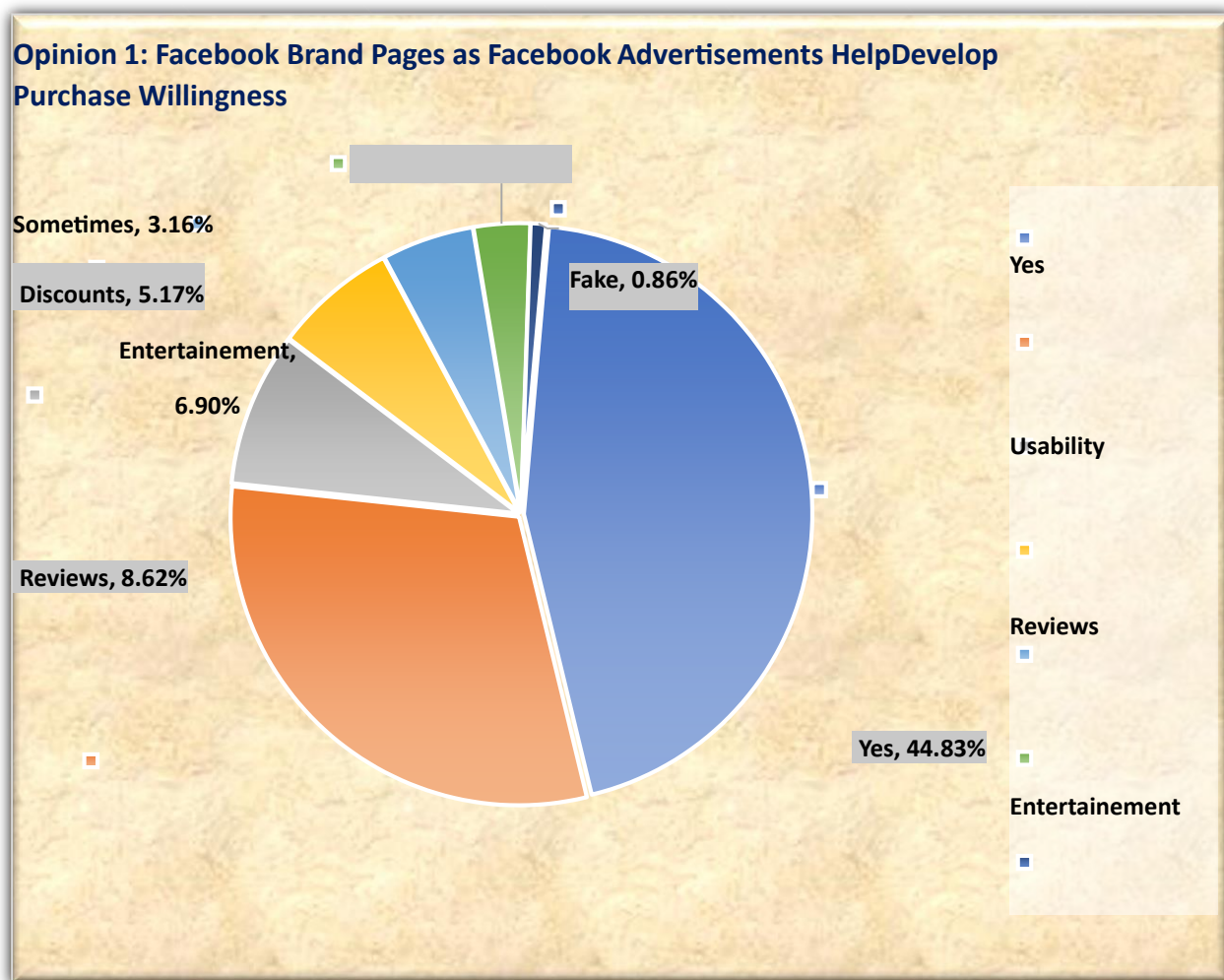
Source: Present researchers' self-creation.

Analyzing the qualitative data thematic analysis is most useful as the statements of the respondents are categorized into themes stated by Fox (2004). Moreover, Vaismoradi and, Snelgrove (2019), and Vaismoradi, Turunen, and, Bondas (2013) stated thematic analysis is considered under qualitative descriptive research. However, for this research purpose, the prior categories were not specified as no research had been done on local fashion and lifestyle, event management, and photography services on Facebook brand pages previously. After collecting 386 responses, 359 data were read to determine the statements which are similar (Fox, 2004). For processing qualitative data, the step-by-step approach is utilized for avoiding any confusion from textual coding to theme development (Vaismoradi and, Snelgrove, 2019; Morse, 2008).

For opinion 1, 7 themes have been identified related to purchasing intention and for opinion 2 also, 7 themes have been acknowledged regarding consumer engagement considering the importance of the research. Fox (2004) stated that this strategy is termed an 'emergent or intuitive strategy'. Following the recommendations of thematic data analysis of Marshall and Rossman (1999) and Fox (2004) the open-ended data organized in Microsoft excel have been copied from the google sheet, followed by themes and coding done with statistical frequency test with proportional analysis. The process is done manually by the researcher, sequentially reading the data has emerged some common aspects described by the respondents. During thematic analysis, the researcher can apply analytical understanding to explore several insights of the data as the final output of the undertaken research phenomenon (Vaismoradi and, Snelgrove, 2019; Braun and Clarke, 2006). Guided by Marshall and Rossman (1999) and Fox (2004), the themes are linked with each other, as well as there is some distinctiveness. The emerging themes must provide some new insights into the research representing the respondent's view implicitly. The thematic analysis allows the researcher to quantify the qualitative data or transform the textual details into frequency numbers for clarity performing both descriptive and interpretive functions (Vaismoradi and, Snelgrove, 2019).

Connelly, Lynne, and Peltzer (2016) stated that the development of the themes has resulted from repeated insights into the data similarity and differences. The subjective meaning of the underlying data explains the research objective or the reasons for the research (Vaismoradi and, Snelgrove, 2019). Every 7 themes of two qualitative questions include a few sub-categories considering the relativity combining a theme with manual coding beside the responses. For ease of identification among 359 responses coding different colors have used (Fox, 2004). For question 1, 14 codes emerged alongside the sub-themes and for question 2, 16 codes emerged later combined with two sets of themes containing 7 unique themes.

Figure 5.4: Themes of Facebook brand pages as Facebook advertisements helping in developing millennials' purchase intention.



Source: Present researchers' self-creation through data analysis.

5.10. Discussions on the Findings of Qualitative Data

Analysis:

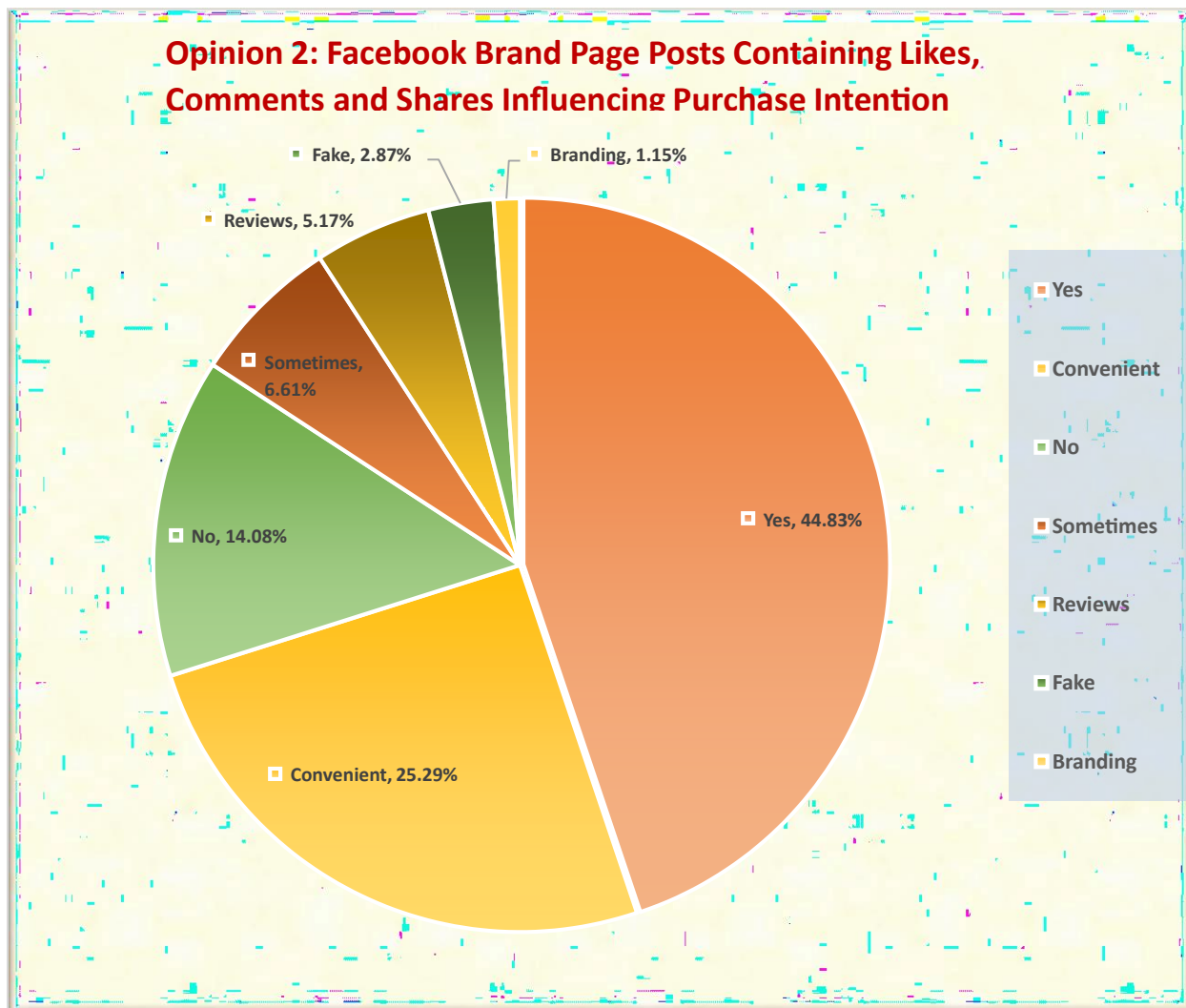
From the explored themes in **Figure 5.4**, it is affirmed that Facebook brand pages initiate purchase willingness in local fashion and lifestyle, event management, and photography services in Bangladesh as in figure 44.83 percent of respondents agreed by stating 'yes' as their statement for opinion 1. Also, the posts on Facebook brand pages are distinct from traditional media ads (Zhung, 2017) also these are designed regarding the choices of millennials revealed from this research. The second crucial theme for purchase intention is 'usability' which denotes six similar sub-themes: 'usability', 'needs', 'preferable', 'opportunity', 'quality', and 'handy'. From the 30.46 percent of consumers' point of view, if the specific three sectors can provide ease of purchase, meet their needs and quality expectation, and diversify opportunities to choose; only then can arise their purchase intention. Likewise, Tugney (p.27, 2015) revealed that most millennial users favor social media content as 'very useful' and 'relevant' in their purchasing decision. If Social media brand ads can distribute useful, meaningful, and entertaining content the millennial purchase intention is raised very well. Regarding the theme 'review', 8.62 percent of consumers are intending to purchase if their 'friends, 'acquaintances' or 'family members' give any positive reviews and experiences on the posts on Facebook brand pages. Indeed, 11 respondents mentioned during the lockdown during COVID-19 that they are unable to visit physical stores making their festival shopping for Bangladeshi-originated fashion and lifestyle products. The Facebook brand pages reviewed by their closer ones increase the likelihood of future purchases. Similarly, Mayrhofer et al. (2019), Venkataraman and Raman (2016), and, Burger (2014) found this kind of pieces of evidence. The authors stated that millennial consumers express their experiences and feedback on social media voluntarily as 'user-generated content (UGC)' regarding fashion products. The entertaining content of Facebook brand pages in the form of short videos, musicals, and informative posts which are useful in daily lifestyle is themed as 'entertainment' preferred by

6.90 percent of millennial consumers in this research. Moreover, findings show that, while occasions, events, and festivals the contests and exclusive designer clothing worn by endorsers create an 'enjoyable mood' promoted on the FBPs. From the respondent's statements, the professional photography pages captured them and posted them on their pages with engaging captions 'please' millennials' purchase desire. This is supported by Jayasingh (2019), Julianto

(2017), Azar et al. (2016), Jung et al. (2016), and, André (2015). The authors revealed that the association of fun and enjoyment is positively related to Facebook brand pages. This means that millennial consumers seek FBP posts enriched with enjoyable features, strengthening their happyfeelings rather than common attributes.

Whereas 5.17 percent of millennial consumers seeking ‘discounts’, ‘gifts’, ‘extra’, and ‘package services’ develop purchase intention from these brand pages on Facebook. This result is in line with Jayasingh (2019), who stated that sales, free offers, and consumer participative games increase millennials' potential to purchase. Indeed, 3.16 percent of consumers reported that they ‘sometimes’ intended to purchase towards the Facebook advertisement but not always. The gathered data allocated in sub-themes indicate they prefer ‘another app’ for purchasing rather thanFacebook brand pages and ‘irregular’. Lastly, 0.86 percent or 3 millennial consumers stated they are developing their purchase intention through FBPs because the ‘discrepancy’ and ‘fake’experience is existing in terms of reality regarding the brand owners’ posts. Adding to this, respondents claim that they have experienced that fashion products are not matching as per their orders and the images they see. This indicates that brand owners, operating Facebook pages shouldbe more careful regarding the delivery of the products and solve consumers' dissatisfaction immediately. Otherwise, this will consider negative word-of-mouth which is very harmful.

Figure 5.5: Themes of Facebook brand page posts containing likes, comments, and shares influencing millennials' purchase intention.



Source: Present researchers' self-creation through data analysis.

From question 2 in **Figure 5.5**, the 'likes', 'comments', and 'shares' as consumers' engagement induce millennial consumers' purchase intention as 44.83 percent stated 'yes' in figure 2 supporting the statement. For the theme 'convenient' there are nine similar sub-themes that are combined; 'convenient', 'trustworthy', 'accomplishment', 'need', 'motivation', 'distinguish', 'useful', 'budget', and, 'quality'. This is representing 25.29 percent of millennial consumers in Bangladesh who tend to emphasize FBPs 'likes', 'comments', and 'shares' as engagement if the brand page posts containing 'likes', 'comments', and 'shares' from 'friends' represent the authenticity also matching their desire and budget, need, costs the purchase intention is formed.

Moreover, the respondents also mentioned often that the amount of 'likes', 'comments', and 'shares' of FBPs represent the distinctiveness of the brand page and also help to accomplish their purchase behavior. It also raises their urge to know more, making them curious about the page which induces motivation towards the purchase intention. However, 14.08 percent of consumers believe the purchase intention cannot be formed by 'likes', 'comments', and 'shares' by stating 'no' and 6.61 percent of consumers stated, 'some time'. This could be the reason that the administrators operating the brand pages are unable to maintain the contingency of the number of likes, comments, and shares in terms of the consumption experience of the products. Occasionally, some 'negative comments' of the posts blocking purchase intention were claimed by a few respondents. Adding to this, the number of respondents specified that there are few brand pages of local-fashion products and photography services not occupying many 'likes' and 'comments' but fulfilling their purchase willingness through their creative posts. For 5.17 percent of consumers the 'likes', 'comments', and 'shares' are effective as 'reviews' and in this theme 'feedback', 'information', and 'content' are three sub-themes that are combined considering the similarity. The existing consumers 'positive comments' specifically generated from 'friends' from the Facebook friend list encourage participants' future purchase desires revealed by this question. These seem to be very useful 'content' meeting the informational necessity of the FBPs just like professional 'reviewers' to some respondents. Similarly, Burger (2014) found that millennials are authorizing social media ads where review is highly beneficial than other features. However, regarding this question, 2.87 percent of consumers' insight reveals the 'likes', 'comments', and 'shares' on Facebook can be 'purchased', 'unreliable', 'discrepancy', and 'fake'. Among the 359 respondents, 7 respondents mentioned these could be 'purchased' and they also have experienced 'favorable comments' from 'fake IDs'. Indeed, there is a 'discrepancy' between the number of 'likes' and 'comments' and the reality as per the respondent's opinion. Lastly, 1.15 percent of 4 consumers mentioned the 'likes', 'comments', and 'shares' work like the 'branding' of the page. By noticing them, consumers get attracted to the page and visit them which impacts their purchase intention. These findings are in line with Abdulbaqi (2020), who revealed that many consumers' purchase decision is negatively impacted by false commitment, scrappy captions, and deceptive testimony. Moreover, the author evidenced that, many consumers have experienced the visual distortion of the actual product and the image on social media. Likewise, Chen and Cheng (2019) found similar findings. Moreover, Hussian et al. (2021) specified that during the COVID-19 outbreak misleading ads for consumer goods are difficult to identify. Therefore, this can be recommended that marketers operating Facebook brand pages have to be very careful to

avoid any deceptions and should take all corrective actions to reduce negative experiences. There must be a similarity between the advertised products and the demonstration of the services along with the final consumption experiences.

5.11. Chapter Summary:

The present chapter has presented the findings and discussion of the collected data. The entire chapter is organized into twelve sub-sections, which starts with an introduction followed by the demographic information of the respondents in section 5.2. Subsequently, in section 5.3 the data analysis of the study is included with the inclusion of initial data screening of the multivariate analysis, missing data, outliers, and normality, which is analyzed by SPSS 26. Then, the reliability and validity assessment of the study through Cronbach's alpha and internal validity is showing that the study has achieved the reliability and validity issues. Next, the KMO and Bartlett's test of sphericity is presented with the exploratory factor analysis (EFA) which has been conducted through SPSS software, and the results are presented in section 5.5, followed by section 5.6 the confirmatory factor analysis or CFA. Section 5.7 includes the essential analysis of the outcome of composite ratio (CR), average variance extracted (AVE), and maximum shared variance (MSV), which have been within the well-accepted range confirming the internal consistency of the convergent validity and the discriminant validity has been also achieved as there have not been any discriminant issues in the items. Here the measurement model and the goodness of fit indices of the model have been also represented. After that, section 5.8 includes the structural model and hypotheses testing has been demonstrated, which has entailed the structural model examination with the bootstrap method to run the mediating variable and the estimation of direct and indirect effects of the items of the study. Then, as per the result and compared to the P-values the final decision about supporting or not-supporting hypotheses is represented. In this stage, there are 5 hypotheses that have been confirmed along with the partial mediation effects of the consumer's online engagement. Later to this, the discussions on the findings of quantitative data analysis have been included with the comparison and contrast of the existing literature in section 5.9. And, in section 5.10, the qualitative data analysis has been presented with the following sections of discussions on the findings of qualitative data analysis as section 5.11 and the chapter concludes with the chapter summary.

Chapter 6: Contributions and Implications

6.1 Introduction:

This chapter concludes the study by offering an overview of the research including a summary of the findings and contributions, implications, recommendations, limitations, future research directions, and conclusions, separated into 7 sections. These sections are subsequently discussed after this first section, the introduction. In section 6.2, the specification of chapters meeting the research questions and objectives of the current research is presented. Afterward, the summary of the findings and comparative discussion is presented in section 6.3, which is followed by theoretical and managerial contributions in section 6.4. Furthermore, the research implications and managerial implications are discussed in section 6.5. This chapter enumerates the specific practical suggestions as the recommendation part highlighting the studies' findings for the advertisers, Facebook page owners, and marketers in section 6.6. Thereafter, after the discussions on limitations and future research directions in section 6.7, the chapter concludes with section 6.8, the conclusion of the study.

6.2 Meeting of Research Questions and Objectives:

The aim of this study has been identified in chapter 1 as the broad objective; to understand the influence of Facebook advertising impacting intention-to-purchase amongst the millennials in Bangladesh. To attain this aim, subsequent four specific research objectives have been outlined in chapter 1: introduction. **Table 6.1** specifies the chapters where the research questions along with the research objectives have been achieved:

Table 6.1: Chapters in the present study where the research questions and objectives have been attained along with the findings.

Research Questions	Objectives	Summary of the Findings	Chapters
1. Does Facebook advertising have any influence on millennial consumers' purchase intention?	1. To investigate the influence of Facebook advertising as Facebook brand pages (FBPs) on millennial consumers' purchase intention.	The systematic literature review process has evidenced that Facebook advertising of the Facebook brand pages (FBPs) is influencing millennial consumers' purchase intention.	Chapter 2: Literature Review
2. Which of the antecedents of Facebook advertisements' specifically Facebook brand pages (FBPs) strongly influence millennials' purchase intention?	2. To examine the theoretical and empirical research on millennial consumers' purchase intention for identifying the antecedents of Facebook brand pages (FBPs).	The five antecedents are drawn from identified six theories and models; entertainment value from Ducoffe's (1996) Advertising Value Model, perceived usefulness from Davis's (1989) Technology Acceptance Model (TAM), and social media influencer marketing in which Ohanian's (1990) Source Credibility Model and Horton and Wohl's (1956) Para-social Interaction theory, consumer online engagement from the Consumer Engagement Theory of Gummerus et al. (2012) and purchase intention from Theory of Reasoned Action by Fishbein and Ajzen (1975).	Chapter 2: Literature Review
3. How does the consumer's online engagement behavior impacted by these antecedents' influencing millennials to purchase intention by Facebook brand pages (FBPs)?	3. To explain how the identified antecedents impact consumer's online engagement behavior influencing millennials' intention to purchase by proposing a model; and	The data analysis has revealed that three antecedents (entertainment value of Facebook advertising, perceived usefulness of Facebook advertising, and social media influencer marketing) have led to positive and significant results towards the dependent variable purchase intention with the indirect effects of mediating variable consumers' online engagement. But, two antecedents (perceived usefulness of Facebook advertising and social media influencer marketing) influence purchase intention positively besides entertainment value in terms of the direct effect. Although consumer's online engagement as a mediating variable is not impacting positively to purchase intention, the result is a	Chapter 5: Findings and Discussions

		<p>significant and positive relationship between the indirect effects of independent variables on the dependent variable denoting the relationship of the model is partial mediation. Furthermore, the 14 subthemes addressed through the two opinion-based qualitative questions corroborated the quantitative findings of the research model.</p>	
	<p>4. To empirically evaluate the relationships hypothesized in the model to answer research questions.</p>	<p>The hypothesized relationship of the indirect and direct effects along with the partial mediation of the model is indicating that to influence millennials' intention to purchase, the dependence on like, comment, and share as online engagement behavior is not adequate in terms of local fashion, event management and photography services Facebook brand pages (FBPs). To drive millennials' purchase intention in this aspect, the useful and task-accomplishment feature of the FBPs facilitating future purchase decisions as perceived usefulness is more impactful regarding online engagement and intention to purchase. Additionally, the credible micro-influencers who are valuing followers' relationship level, influence millennials' purchase intention strongly if their content collaborates with FBPs. However, the entertainment value of the FBPs engage millennials' online behavior then purchase intention, thus more target-oriented action is required in these three-business domain.</p>	

Source: Present Researchers' self-creation.

The summary of the findings presented in **Table 6.1** is detailed in the following section:

6.3 Summary of the Research Findings:

The literature included in this research are showing that the applicability of the models and theories in the SNSs advertising context is still evolving, thus the proposed conceptual model and the opinion-based questions in this research have several theoretical implications. Finally, the analysis of the results of this study can be summarized as follow. This research represents the summary of the research findings in the following:

The first question of this research is: Does Facebook advertising have any influence on millennial consumers' purchase intention?

The first objective of this research is: To investigate the influence of Facebook advertising as Facebook brand pages (FBPs) on millennial consumers' purchase intention.

In this research, chapter 2 represents the literature review which contains the systematic literature review process to identify the relevant evidence about Facebook advertising influencing consumers' purchase intention. The descriptive research design has shown how Facebook advertising on the Facebook brand pages (FBPs) is influencing millennial consumers' purchase intention behavior by synthesizing the previous academics findings through PRISMA and legitimizing the latest published data records, such as Napoleoncat.com (2022), Datareportal.com (2022), Resources (2021), Hootsuite.com (2021) and Prothomalo.com (2021). Therefore, based on the discussion in the mentioned chapter (chapter 2), Facebook advertising is influencing millennial consumers' purchase intention behavior, addressing the first research question and attaining the first research objective in this research.

The second research question of this study is: Which of the antecedents of Facebook advertisements' specifically Facebook brand pages (FBPs) strongly influence millennials' purchase intention?

The second objective of this research is: To examine the theoretical and empirical research on millennial consumers' purchase intention for identifying the antecedents of Facebook brand pages (FBPs).

To address the second research question, in chapter 2, to find the determinants of Facebook advertisements of the Facebook brand pages (FBPs), the rigorous systematic literature review process has identified six crucial theories and models to be applied as the theoretical framework in this research. While reviewing the literature in this aspect, the four antecedents have been drawn from the identified six theories and models, these are entertainment value from Ducoffe's (1996) Advertising Value Model, perceived usefulness from Davis's (1989) Technology Acceptance Model (TAM) and social media influencer marketing in which Ohanian's (1990) source credibility model and Horton and Wohl's (1956) para-social interaction theory has been identified as the foundational theory and model. However, social media influencer marketing has been considered in this research due to two specific reasons. Firstly, after observing the popularity of the social media influencers' (SMIs') collaboration in the brand demonstration on Facebook in Bangladesh to influence millennials. Although it is examined thoroughly in terms of Instagram, YouTube, and Twitter in another country's perspective on beauty, lifestyle, fashion, food, travel, and fitness, such as Argyris et al. (2020), Boerman and Reijmersdal (2020), Martínez-López et al. (2020) and Boerman (2019), but none of the researchers have examined how social media influencers (SMIs) characteristics and relationship level can impact regarding the Facebook advertisements of local-fashion, event management, and photography services. As the fourth antecedent, consumer online engagement has been acknowledged and justified by the study of Gummerus et al. (2012), which has been further examined as a mediating variable in this study due to the impact of likes, comments, and shares on millennial consumer's future purchase behavior addressed by prior studies. Connected to this antecedent, the literature has exposed that cognitive engagement, emotional engagement, and behavioral engagement are the three dimensions applied by SNSs academics in which the engagement is measured by likes, comments, and shared activities (Tiruwa, 2019; Lou, Tan, and Chen, 2019; Perreault and Mosconi, 2018; Voorveld et. al., 2018, Hollebeek et al., 2014). Moreover, the Theory of Reasoned Action (TRA) by Fishbein and Ajzen (1975) has been adopted as the theoretical support of purchase intention, which is the dependent variable in this research.

This existing research validates the perceived usefulness of TAM by Davis (1989) which positively influences consumers' online engagement (CE) which is a hypothesized relationship in the proposed conceptual model. Indeed, perceived usefulness (PU) resulted in the strongest effect on purchase intention (PI) indicating that millennials in Bangladesh prefer functional, utilitarian, and

technological benefits in engaging online as well as making purchase intention (PI). This outcome is in line with earlier academics, such as; Cai, Zhao, and Sun (2021), Harrigan et al. (2021), Mukherjee and Banerjee (2019), Dehghani et al. (2016), Luna-Nevarez and Torres (2015), Rauniaret al. (2014) and Muk (2013). However, Chen (2017) found that perceived usefulness is negatively associated with consumer engagement regarding Chinese millennials' purchase intention through WeChat.

The variable entertainment value (ENT) of the Facebook advertising of Ducoffe's (1996) advertising value model positively influences consumers' online engagement (CE), which is consistent with the findings of previous studies (Ji, Miei, and Huang, 2021; Dabbous and Barakat, 2019; Hamouda, 2018; Ashley and Tuten, 2015). This infers that millennial consumers appreciate amusing, funny, and humorous ad messages generated through Facebook brand pages (FBPs) in engaging online. It is revealed Murillo (2017) on Mexican millennials that, compared to males, females are more responding to humorous ad messages which are short and gesturing about the advertisement's perceived value. However, as per the result, it is included that the entertainment value of Facebook advertising not resulted significantly in the purchase intention (PI) which is considered a dependent variable in this study. This result is inconsistent with the findings of earlier scholars (Chetiouia, Butt, and Lebdaoui, 2021; Dabbous and Barakat, 2019; Shareef et al., 2019; Hamouda, 2018; Dao et al., 2014; Ducoffe, 1996, 1995). These authors disclosed that the entertainment value of Facebook ads influences consumers' purchase intention behavior. However, Shareef et al. (2017) found that the entertainment value of Facebook advertisements is unable to influence consumers' attitudes and perceptions towards the advertisement. Moreover, consumers do not appreciate generating the attitude and perception of the value of the advertised product which they get as a product message from their peers or 'friends' on Facebook (Shareef et al., 2017).

In this research aspect, the findings may suggest that millennial consumers in Bangladesh perceive the entertainment value of Facebook advertisements regarding the Facebook brand pages as not much influential when making a purchase decision. Therefore, this directs that in the Bangladeshi context, the entertainment value of Facebook advertising is not pertinent for millennial consumers in the domain of local fashion, event management, and photography services. This result is

contrary to the findings of Arora and Agarwal (2020), Martins et al. (2018), Mukherjee and Banerjee (2017), Arli (2017), and Basak and Calisir (2015).

Like perceived usefulness (PU), social media influencer marketing (SMI) resulted in the second-highest influential impact on the consumer's online engagement (CE) and purchase intention (PI), which is consistent with the preceding findings of the researchers applying the source credibility model of Ohanian (1990). Some of them are Hudders, De Jans, and De Veirman(2020), Schouten, Janssen, and Verspaget, (2020), Deng, Li, and Suh (2020), Lou and Tan (2019),De Veirman and Hudders (2019) and Hwang and Jeong (2016). Furthermore, Horton and Wohl's(1956) para-social interaction (PSI) theory implying SMIs' (social media influencers) brand collaboration significantly affects consumer's online engagement (CE) and purchase intention (PI), has been examined by several renowned academics: Pinda et al. (2021), Sokolova and Kefi (2020), Jin and Muqaddam (2019), Sakib, Mohammadali, and Atefeh (2019), Djafarova and Trofimenko (2018) and Lee and Watkins (2016). Comprehending the result in this specific relationship, it is to elaborate that millennial consumers' willingness to like, comment, and share increases, and future purchase desire develop if the ad message is sourced from favorable social media micro-influencers on Facebook brand pages. Remarkably, the present findings are one of the milestones in the arena of SNSs in the amalgamation of most practiced theories and models (advertising value model, technological acceptance model, and theory of reasoned action) which is very contemporary to disclose millennials' behavioral insights.

Therefore, adding to the above details, in chapter 2, the second research objective has been achieved through the scrupulous examination of the theoretical and empirical research on millennial consumer's purchase intention for identifying the four antecedents (entertainment value of Facebook advertising, perceived usefulness of Facebook advertising, social media influencer marketing, consumer's online engagement) of Facebook brand pages (FBPs).

The third research question of this study is: How does consumer's online engagement behavior impact these antecedents' influencing millennials to purchase intention by Facebook brand pages (FBPs)?

The third objective of this research is: To explain how the identified antecedents impact consumer's online engagement behavior influencing millennials' intention to purchase by proposing a model; and

Consequently, adding to the discussion of the second research question, the data collection among 386 respondents with the valid data of 359 responses presented in chapter 5: findings and discussions, the third research question has been addressed.

To meet the stated research question in this manner, the semi-structured survey questionnaire has included measurement instruments, both quantitatively (20 close-ended questions) and qualitatively (2 open-ended questions), which have been examined quantitatively by applying structural equation modeling (SEM) and thematic content analysis manually. In chapter 5, the data analysis section has quantitatively revealed that in terms of indirect effects of mediating variable consumer's online engagement, all three antecedents have resulted in positive and significant results towards the dependent variable purchase intention. However, considering the direct effects, except the entertainment value of Facebook advertising, the other two variables subsequently (perceived usefulness of Facebook advertising, followed by social media influencer marketing) impact purchase intention with positive and significant results. In addition, this outcome has represented partial mediation of the model. Because the relationship of consumer's online engagement (mediating variable) towards the purchase intention is not supported owing to insignificant P-value, but, in terms of the significant P-value of the indirect effects of independent variables on the dependent variable, this is partially supported (Gaskin, 2021). The thematic content analysis of two opinion-based qualitative questions has revealed 14 subthemes that have moreover corroborated the study's identified antecedents regarding the quantitative findings.

Hence, consumers' online engagement behavior is impacted by the three antecedents (entertainment value of Facebook advertising, perceived usefulness of Facebook advertising, social media influencer marketing) influencing millennials to purchase intention by Facebook brand pages (FBPs) of local-fashion, event management, and photography services Facebook ads. However, as a mediating variable consumer's online engagement behavior is not sufficiently impacting the millennial consumer's purchase intention, which is denoted as the partial mediation effect in this study. This research has failed to forecast the mediating effect of consumers' online engagement (CE) in the association between Facebook advertisements' purchase intention (PI) regarding the FBPs, in which the consumer's online engagement as a variable is adopted from Gummerus and colleagues' (2012) study. However, this finding is not compatible with the results of Dabbous and Barakat (2019), Cho and Son (2019), Tiruawa (2019), Jermsittiparsert (2019),

Florenthal (2019) Dessert et al. (2016), and Ho (2014). This evidence recommends that the advertisers and marketers targeting Bangladeshi Facebook users should be concerned that, only focusing on the number of likes, comments and shares is not activating the purchase intention behavior. Concerning this finding, marketers need to appreciate highly the technological effectiveness to fulfill how these consumers will be lured to the Facebook brand pages (FBPs), such as; Facebook micro-influencers trustworthiness and entertaining content limited to online engagement, instead of being influenced by liking, commenting and sharing the ad messages on FBPs making purchase decisions.

In this way, the third research objective has been addressed in chapter 5, findings, and discussions by revealing the way the identified antecedents influence consumers' online engagement behavior toward millennials' intention to purchase.

The Fourth objective of this research is: To empirically evaluate the relationships hypothesized in the model to answer research questions.

In chapter 2, this study has proposed a conceptual framework including seven hypotheses which have been examined through an online survey questionnaire (presented in chapter 4: research methodology) among 386 millennial respondents in Bangladesh (presented in chapter 5: findings and discussions). In terms of the identified antecedents and effect of consumers' online engagement on the millennials' purchase intention, the hypothesized relationship in the model has discovered that it is not enough to lure millennial consumers' purchase intention behavior by only considering like, comments, and shares as online engagement behavior. Instead, the integration of the entertainment value of Facebook advertising, perceived usefulness of Facebook advertising and social media influencer marketing altogether impact Bangladeshi millennials' online engagement behavior, further impacting purchase intention. More specifically, the perceived usefulness of Facebook advertising and social media influencer marketing has been positioned as the most influential antecedents influencing millennials' purchase intention regarding local-fashion products, event management, and photography services on Facebook ads.

Furthermore, the qualitative questions have been measured through thematic content analysis in chapter 5. The gathered in-depth responses regarding the first question have presented that, a larger percentage of the respondents affirmed that Facebook brand pages initiate purchase willingness in fashion and lifestyle, event management, and photography services in Bangladesh in terms of

usability, review from friends and family members, and entertainment. Furthermore, the respondent's reflection on this question has disclosed that during the COVID-19 pandemic the Facebook brand pages (FBPs) helped them to find out their desired fashion products at festivals and yearly occasions. These findings are in line with the academics such as; Mayrhofer et al. (2019), Zhung (2017), Tugney (2015), and Venkataraman and Raman (2016) who found that user-generated content (UGC) on FBPs of fashion brands increases the likelihood of future purchase. Also, the photography pages advertisements combined with entertaining features and captions strengthen millennial users' happy feelings. Similarly, Jayasingh (2019), Julianto (2017), and Junget al. (2016) found that the entertainment of the Facebook brand pages (FBPs) tempts audiences' moods positively. However, millennial consumers also seek discounts and gifts on FBPs in developing further purchase intentions. Moreover, few consumers have reported that they have experienced discrepancies in terms of Facebook advertising on the brand pages of local-fashion products. Adding to this, the responses regarding the second question have denoted that 44.83 percent of millennial consumers prefer the intention to purchase through 'likes', 'comments', and 'shares' of the Facebook brand pages (FBPs) of local-fashion, event management, and fashion products in terms of convenient, branding and reviews from friends. However, several respondents have directly expressed that their purchase intention cannot be formed through the 'likes', 'comments', and 'shares' as the advertisers are unable to maintain the advertisement posts on the brand page regarding the choice of the consumers, moreover, the presence of negative comments, the late response of the page administrator in replying query and too frequent posts on the FBPs reduce audiences desire to be engaged. However, this outcome is not consistent with the earlier academics who found that consumer online engagement positively motivates the future purchase: Harwanto, Nuari, and Christian (2020), Liliya (2019), McClure and Seock, (2019), and Jambulingam et al. (2019). In addition to this, as per the gathered responses, the synchronization of consumer's online engagement metrics of 'likes', 'comments', and 'shares' (Dessert et al., 2016; Hollebeek and Chen, 2014; Gummerus et al., 2012) has been perceived confusing because of the existence of some 'favorable comments' from 'fake IDs' which can be purchased by the page owner. These findings are associated with some of the previous scholars, these are Hussian et al. (2021), Abdulbaqi (2020), and Chen and Cheng (2019).

Accordingly, the fourth and last research objective has been attained in chapter 5: Findings and Discussions concerning the millennials in Bangladesh.

6.4 Research Contributions:

The principal objective of this research is to investigate the influence of Facebook advertisements on the Facebook brand pages (FBPs) on millennials' purchase intentions. To do so, the research applies a systematic literature review process that specifies brand pages of Facebook advertisements influencing millennials' purchase intention with the identification of antecedents. Further, the data analysis reveals that consumers' online engagement in the aspect of local fashion, event management, and photography pages is partially mediating purchase intention in this study. Consequently, the contributions of this research are presented in the following at the theoretical and managerial levels.

6.4.1 Theoretical Contributions:

The foremost contribution of this contextual study is that a comprehensive model is developed examining the antecedents of Facebook advertisements of the brand pages explicitly influencing millennials' purchase intentions in three booming business domains. The originality of this paper is in integrating separate four models and two theories to ascertain variables fitting using consumer online engagement and the characteristics of Facebook advertising towards millennials' purchase intention behavior. This is imperative because, millennials are known as the 'Facebook generation' (Karamchandani, Karani, and Jayswal, 2021) who develop their behavior differently through limitless internet facilities of diversified web-based features (Kanthawongs, 2019). Moreover, earlier social media scholars have affirmed that to predict millennials' behavior in the context of Facebook advertising a single model or theory is not sufficient (Hamouda, 2018). Also, for the best user experience, Facebook is frequently updating its business features thus defining the conventional relationship of the components from theories may not adequately portray the real situation (Duffet, 2015).

Henceforth, given the above situation, the antecedents which have been addressed from the systematic literature review process denoting that regarding the home-grown fashion products, event management, and photography services Facebook brand pages (FBPs), millennials' purchase intention is influenced by entertainment value, perceived usefulness, micro-influencers collaboration as social media influencer marketing and consumers' online engagement. These antecedents are forming a model that explains the characteristics of the Facebook ads of the FBPs,

while the associated components' attitude towards the behavior and subjective norm of purchase intention of TRA manifests the behavior of millennial consumers towards Facebook advertisements (Fishbein and Ajzen, 1975). However, the model proposed and examined in this study, offers an all-inclusive approach as the outcome of the millennials' behavior together with the characteristics of Facebook ads of the FBPs within the equivalent model. Thus, the model conveys a new pathway to Facebook advertising by extending the advertising value model, technological acceptance model (TAM), source credibility model, para-social interaction (PSI) theory, and consumer engagement theory with the theory of reasoned action (TRA) which provides novel visions to researchers who study these models and theories. Furthermore, the present model sheds light on these four theories and two models such as Ducoffe's (1996) advertising value model, Davis's (1989) technology acceptance model (TAM), Ohanian's (1990) source credibility model, and Horton and Wohl's (1956) para-social interaction theory, Gummerus and colleagues' (2012) three dimensions of consumer engagement and Fishbein and Ajzen's (1975) theory of reasoned action (TRA) as the theoretical underpinning of antecedents of millennials' purchase intention, which is a remarkable finding for the interrelated literature. However, the majority of the previous studies addressed one or two models, e.g. TAM, TRA, and Consumer engagement without specifying any generation or cohort using SNSs or any specific business sectors. Future studies can establish new models by comprehending the connection between the examined components of these theories and models and any specific cohorts' behavioral intentions. Additionally, this study contributes to the prevailing social networking sites (SNSs) literature by empirically identifying and testing the three objectives that have been drawn from the prevalent research gap, which recommends the integrated evaluation of characteristics of Facebook ads of FBPs and millennial consumers' online engagement towards purchase intention behavior. Indeed, results corroborated in this study support the integration should be prolonged to future studies examining varied sectors, by understanding the changing aspects of Facebook ads sourced from brand pages highlighting consumer behavior from a more inclusive standpoint.

Each of the antecedents fulfills separate functions but altogether influences millennial consumer behavior regarding Facebook ads: the entertainment value ensures millennials' enjoyment level of the ad content persuading them to engage online further impacting purchase intentions. Moreover, the interactive tools designed for ads on Facebook (Facebook business suite, Facebook creator studio, conversion pixel, Facebook insights, attribution number, and Facebook live analytics) and

new insights of 'Meta' are improving millennials' potentiality of purchase, for which perceived usefulness is aligned in the model. Among the validated antecedents, social media influencer marketing has seldom been studied in the event management and photography services advertising context although this has achieved immense popularity in terms of FBPs. This matter had not yet been addressed empirically since micro-influencer sponsored posts are relatively a new paradigm (Ghosh, 2021), posted from the Facebook brand pages (FBPs). Also, millennials prefer personalized content (Idris et al., 2020) must be verified by their attitude and acquaintances' opinions, and inclined to forthcoming purchases influenced by the resulting direct effect of two of these antecedents. Moreover, consumer online engagement includes as a mediating variable in this research, which is previously examined as a dependent variable in SNSs advertising indirectly impacted by all three variables. But the partial effect of mediating variable is signifying that in the selected domains of Facebook ads the characteristics are more persuading rather than the number of likes, comments, and shares. This is a new finding, which is contrary to the earlier scholars in the relevant literature. In particular, the researchers who neglect consumers' online engagement on SNSs platforms other than Facebook can consider the effect of mediating variables bringing future acumen in executing required studies. Additionally, the incorporation of open-ended questions in the study offers new constructs for future scholars gathered through thematic content analysis, which can be either tested as the elements of new theories and models or as an insertion of existing literature. Such corroboration will amplify the literature through the underlying reasons why millennial Facebook users are engaging online but are not driven to purchase through such engagement levels.

In the social media advertising domain, purchase intention and consumer online engagement are the two discrete forms of research in consumer behavior literature. Among the few studies, Jayasingh (2019), Tiruwa (2019), Perreault and Mosconi (2018), Chen (2017), Halaszovich and Nel (2017), Dessart, Veloutsou and Morgan-Thomas (2016), Hollebeek, Glynn and Brodie (2014) and Gummerus et al. (2012) are the academics who have investigated the dimensions of consumer online engagement influencing consumers purchase intention within social networking sites (SNSs). In line with this, the majority of the academics have highlighted their findings on cognitive, emotional, and behavioral engagement (Halaszovich and Nel, 2017; Chen, 2017; Agostino and Arnaboldi, 2016; Kabadayi and Price, 2014; Sabate et al., 2014 and Hollebeek et al., 2014) in developed country standpoints, taking no attention of other emerging countries where the

considerable antecedents can be remarkably different. Indeed, the technology acceptance and social media usage of any emerging economy may not be like those of developed countries (Hamouda, 2018; Odoom et al., 2017).

Establishing upon the model of Fishbein and Ajzen's (1975) Theory of Reasoned Action (TRA) in purchase intention as a dependent variable, this research has opposed focusing on only two components (subjective norms and attitudes), intention-to-purchase can be developed through the augmented visual presence of Facebook brand pages in an emerging country like Bangladesh. Therefore, the amalgamation of the stated variables in the examined model corroborates consumer behavior research in a new dimension. For the researchers who are studying the determinants and influence of Facebook ads, and the researchers investigating consumers' intention to purchase within a different research setting, the study provides deep insights. Therefore, this study enlightens the examination of success factors of divergent theories and models in the Facebook advertising context.

Previous research on social networks revealed resourceful insights but may be difficult to implement regarding the generalization of the models' extension, and user's demography on overall social networking sites (SNSs). The study moreover validates the future academics' investigation by contributing to how characteristics of Facebook affect emerging countries' millennial generations' cognitive and affective actions (online engagement) and behavioral (purchase) actions combining the influential antecedents of Facebook ads, whose future purchase potentiality is very high (Nguyen, 2020; Duffet, 2015). Thus, by understanding the importance of generational homogeneity and the implications of cohort behaviors (Dharmesti et al., 2019; Rogler, 2002), this study further extends the generational cohort theory specifying 'Millennials' intention to purchase through Facebook advertising in Bangladesh.

6.4.2 Managerial Contributions:

From a practical perspective, the existing study offers the practitioners, such as advertisers, and Facebook page owners a frame of orientation to appreciate the influence of Facebook advertising on millennial consumers' purchase intentions. For this purpose, the combination of contextual and comparative studies serves valuable visions for practitioners. The findings and discussions chapter of this research is providing a remarkable contribution to the managerial aspect by comprehending

the theoretical background to discover the influential antecedents of Facebook advertisements impacting how to drive millennial consumers' purchase intentions.

This study presented a detailed literature review on SNSs research and projected a conceptual framework and a collection of opinion-based questions in depicting the practical applicability of the identified constructs. Moreover, the conceptual framework proposed in the Facebook advertising context integrates the personal and social-behavioral theories and models, serving a complete view and generating a foundation for the representation and design of the advertising posts on Facebook brand pages (FBPs).

Marketers and brand page owners can apply the existing findings in formulating their contextual Facebook advertising strategies. However, the theoretical value of this framework is understandable, and several findings have been performed to accomplish the practical value of the stated theory. Therefore, a gap between theory and practice is created.

The outcome of this research ensures revert to the societal benefit of operating offline businesses, and online businesses resorted to creative marketing ideas. In promoting local-fashion products, event management, and photography services to the millennial population, who will be more powerful in terms of buying decisions in near future, the findings of this research are considered the pioneer. Therefore, the conventional-ordinary and mass media advertising issues are not included in this research, recognizing their annihilations. Consequently, it can be said that young entrepreneurs, self-made local influencers or micro-influencers, dynamic marketers of home-originated fashion products, and Facebook-based service owners of photography and event management business can claim their long-term position on top of the minds combatting competitors. The specific factors of effective Facebook ads are analyzed in this study gathered from a millennial standpoint of need-efficiency, so this research is advantageous for so many relevant stakeholders.

The three antecedents which are addressed from the relevant theories and models facilitate the advertisers and page owners of SNSs to strengthen their advertisements with the inclusion of music, video, and games to stimulate the entertainment feeling. Also, the findings indicate that marketing managers concentrate on the entertaining value of Facebook advertising as this relaxes consumers' moods and fuels satisfaction leading to perceiving the hedonic value of the ad (Ji, Miei, and Huang, 2021; Hamouda, 2018). Furthermore, the timely incentives undertaken by the

marketers the means of special discounts, coupons, and monetary rewards for increasing consumer participation are also acknowledged in this study's findings (Ji, Miei, and Huang, 2021). While the perceived usefulness of Facebook advertising on the brand pages influences the millennial consumers' purchase intention through the useful features, ease of access, page settings, and accomplishment of the purchase. Advertisers are embracing these attributes as the perceived usefulness of Facebook ads. Likewise, millennial consumers' understanding of the perceived usefulness of Facebook ads induces them to put more likes, comments, and shares as expressions of online engagement. Specifically, these features are the foremost elements that correspond that the advertisement is 'useful' and 'convenient' in solving target consumers' problems. The social media influencers' (SMIs') collaboration, characteristics, followers' size, product choice, and sponsorship disclosure is successfully fulfilling marketers' goals to pursue their objectives through Facebook ads. Moreover, rather than direct promotional ad messages, SMI's brand demonstration is conveying the highest amount of trustworthiness, expertise, and attractiveness. Moreover, SMI's characteristics are leveraged to the sponsored products along with their intimate relationship level is attaching to the target consumers' interests. Additionally, the Facebook page owners monitor individual consumers' engagement through the consumer engagement evaluation metrics towards the advertisements, identified in this study. Thus, in developing advertisements on the Facebook brand pages (FBPs) advertisers and page owners are getting an advantage through the studies' findings.

6.5 Implications of the study:

6.5.1 Research Implications:

6.5.1.1 **First**, the investigation of this empirical research is based on the background of social networking sites advertisements (SNSs) in the local-fashion products, event management, and photography services Facebook advertisements from Facebook brand pages (FBPs), which have become a remarkable arena for the extension of social media research as well as the regular means of consumer's lives. Due to the acceptance and popularity of Facebook brand pages, it is imperative to reveal what factors are driving users to respond positively to the said domain's advertisements on Facebook. This research proposes a model grounded on the integration of the Advertising Value Model, Technology

Acceptance Model (TAM), Source Credibility model and Para-social Interaction theory, Consumer Engagement, and Theory of Reasoned Action (TRA). This model supplements the usability of these renowned models' most influential variables contextually and offers further insights for correlated research. Consequently, the existing study presents its results on millennial consumers' intention-to-purchase in locally produced fashion products, event management, and photography services Facebook advertising. These results can offer new research knowledge for extending Facebook brand page advertisements for the related business sectors.

6.5.1.2 **Second**, this research examines the most powerful generation ever, millennial consumers (Duffet, 2015) intention-to-purchase of sponsored and organic ads on Facebook brand pages. This is valuable for advertisers, page managers, and marketers to comprehend the necessity of executing ad content within locally made fashion products, event management, and photography services. Specifically, millennial consumer-centric ads in these aspects are including micro-influencers live videos and product placements, entertaining audio-visual-image content, and useful components such as; instant communication with the page owners through the messenger, convenient ordering, and payment process, complaint management, etc. From developed countries to developing countries, the diffusion of technological innovation is evident in the popularity of SNSs ads in changing consumers' lifestyles. Therefore, to keep the pace of their business marketers have to restructure individual promotional strategies in meeting target consumers' demands.

6.5.1.3 **Third**, in enhancing the purchase intention of local-fashion products, event management, and photography services through Facebook advertisements, the examined three independent variables (entertainment value of advertising, perceived usefulness, and social media influencer marketing) are empirically tested whether consumer's online engagement as a mediating variable is influenced or not towards intention-to-purchase. As per the

quantitative results, regarding the direct effect of entertainment to purchase intention and mediating effect of consumers' online engagement to purchase intention, the three indirect effects and two direct effects result positively. Indicating that, the entertainment value of Facebook advertising does not directly persuade millennial consumers' future purchase behavior the way it is triggering indirectly their online engagement of liking, commenting, and sharing behavior (cognitive, affective, and behavioral). This result is congruent with Shareef et al. (2017), who revealed that entertainment value as the antecedent of Facebook advertising does not influence positively a direct effect on Facebook users.

On contrary, consumers' online engagement is not sufficiently directly influencing the purchase intention, which means that only considering millennial consumers like, comment, and share on brand page advertisement posts does not influence millennials' future purchase desires. This is supported by the findings of Kabadayi and Price (2014) who found that 'commenting' behavior is not influence Facebook user's purchase intentions, Hepola et al. (2017), Zhang et al. (2017), Leckie et al. (2016) disclosed that as a mediating variable 'consumer engagement' is not supporting the influence on behavioral intentions.

To this end, to influence millennials' purchase intention in locally made fashion products, event management, and photography services, entertainment value and consumers' online engagement may not be influential determinants regarding Facebook ads from brand pages. This is the new finding of this research which is contrary to previous scholars' research outcomes on SNSs advertisements' effectiveness. Furthermore, compared with the other variables, perceived usefulness followed by social media influencer marketing executed the highest influence on the purchase intention and consumers' online engagement of locally produced fashion products, event management, and photography services on Facebook advertisement in Bangladesh. This is a new finding of the research. Implying this result, it is advised that marketers should be careful in integrating humor appeal in their ad content and blindly depending on engagement metrics of likes, comments, and shares towards millennials' purchase intention. Instead, linking to the results marketers in the examined domains should seriously focus their strategies on the useful components perceived by millennials and endorsement of credible, product-relevant, and follower-friendly micro-influencers (examined as the type of social media influencers in this research) that stem from the Facebook brand page ads.

6.5.1.4 **Fourth**, this research discloses three influential paths (ENT→ CE, PU→ CE, and SMI→ CE) by the mediating effects analysis of millennial consumers' purchase intention to locally produced fashion products, event management, and photography services Facebook advertisement in Bangladesh. Therefore, advertisers, page owners, and marketers can exploit the consumption of the resource through influential paths and exchange ideas on fashion products, event management, and photography services through Facebook advertisements on their Facebook brand pages.

6.5.1.5 **Last and fifth**, this research offered a few practical suggestions for the advertisers, brandpage owners, and marketers to improve their advertising experience on Facebook on the Facebook brand pages. Moreover, the popularity of Facebook is raising so fast globally, and millennials are depending on this SNS more heavily for their purchasing decisions. This research is based on an emerging country perspective where the newly developed businesses on Facebook (event management and photography services) are investigated in terms of millennials' behavioral context, which was not yet studied by the previous academics on SNSs advertising. Consequently, this research is advantageous for the advertisers and brand page owners to acknowledge the importance of utilizing the influence of Facebook advertising impacting millennial consumers' intention to purchase. After conducting the empirical analysis, this research revealed a few new findings which are opposing the prevailing research. As the majority of the SNSs research is based on a developed country context, these findings are supportive to expose the influential determinants of Facebook ads regarding the millennials from a developing country standpoint. Furthermore, narrowly focusing on the local-indigenous fashion brands, event management, and photography services advertisers and page owners, this research presented practical suggestions considering the latest tools available on Facebook and millennials' purchase intention

behavior. These specific ideas are importantly and productive for advertisers and academia in developing Facebook ads either sponsored or organic.

6.5.2 Managerial Implications:

From the managerial point of view, this research is important for both brand owners managing Facebook pages and for Facebook as an advertising medium.

- **First**, the strong influence of the perceived usefulness of Facebook advertising on consumers' purchase intention implies that millennial Facebook users perceive Facebook advertising on the Facebook brand page, as a useful source of local-fashion products, event management, and photography services. Accordingly, marketers should continually consider the perceived usefulness which has resulted in the highest positive antecedent of the Facebook ad in this research, exclusively for the few starting seconds of the video ads containing music, graphics, and models. As per the findings of Dehghani et al. (2016), 73 percent of audiences skip video ads while watching any videos on YouTube. Thus, special care should be adopted in terms of appeal and execution, design, format, and effects of the entire advertising on Facebook which is posted on Facebook brand pages. The lucrative and eye-catching slogans, captions, and uploading selective images as well as adding posts in stories, and live videos may reduce the amount of ad avoidance.

And the second-highest influence of social media influencer marketing of Facebook advertising on consumers' purchase intention denotes that micro-influencer in the stated sectors are apparent to be credible, whose relationship with the followers is valued while developing purchase intention. Thus, the companies doing business in these sectors accompanying the Facebook brand page to reach consumers must pay great attention to the useful features and endorsement of empathetic micro-SMIs in the advertisements posted on the brand pages. Especially, during the peak time including yearly festivals (Eid, Puja), occasions (Pahela Boishakh, Pahela Falgun, National Victory Day, Independence Day), and seasonal times (wedding programs are commonly held in winter or after Eid) in Bangladesh the advertisements of these products and services must accurately represent the beneficial updates about what they want to offer or solve through the ads. In this regard, the prominent influencers who are admired by millennial followers should place indigenous fashion products by wearing them, discussing the materials used, and representing the cultural ethnicity by making a story about the brands. Indeed, a live-video demonstration of organizing an event and

capturing photography, and a review about the guests and the consumers about the service should be included in the micro-influencer's posts. More clearly, the influencers' para-social relationship with the millennial followers and their credibility, trustworthiness, and expertise in these domains may expand online engagement positively to the purchase intention. Furthermore, task-accomplishment activities, availability of required information while purchasing, and minimizing the effort to order confirmation are the desired features that consumers are seeking to fulfill.

- **Second**, the in-built tool of Facebook targeting such as; geographic, and demographic targeting on the advertisements facilitates the marketers to personalize the perceived usefulness and micro-influencers content linked with the ads. But, Hamouda (2018) warned that too much information destroys the consumer's attention to the ad message. Local-fashion product companies, event management, and photography services companies should develop consumer-centric ads by focusing on a theme or issue (festivals, occasions) or simply everyday happiness as the core execution and appeal as the credible content. Specifically, in Bangladesh, the use of graphics, editing patterns, use of music and choreography, cinematography, language used in the caption, and displaying of the ad including peripheral cues should offer a blend of indigenous cues to the target audience. These issues can motivate users to engage online cognitively, emotionally, and behaviorally to like, comment, and share on the posts, stimulating purchase intentions. As per the findings, consumers' online engagement (mediating variable) is influenced strongly by perceived usefulness followed by the second-highest impact of entertainment value and thirdly, social media influencer marketing. Therefore, the amusing features and entertaining content integrated with the audio-visual content, creative execution, and humorous appeal to the representation of homegrown fashion products, can please consumers with the feeling of fun time through watching ads. Moreover, if the consumer spends more time on Facebook, gets entertained, and has connectivity with other networked peers the chance of pressing 'like' on the content is increasing (Lee, Hansen, and Lee, 2014). However, it is recommended by Wiese et al. (2020) that, while uploading Facebook ads on their pages marketers must be concerned regarding the announcement of promotions and discounts with a blend of amusement rather than the excess of product-related information. Additionally, the upcoming package details of the events and venue and details of the photographers with the lens and camera version can tempt consumers to the behavioral engagement of liking, commenting, and sharing the ad posts on their wall or inbox to a friend. Therefore, by measuring these parameters up to achieving goals, advertisers and page owners can evaluate how the engaged consumers are further moving

to intentions of purchase.

- **Third**, interestingly adding to the earlier implications, millennials are the consumers who appreciate to be involved with the co-creation compared to other generational consumers (Lilija, 2019; Bianchi and Andrews, 2018). Consequently, advertisers of the local-fashion products, event management, and photography services brand pages, should include the top fans of their pages who are always liking, commenting, and sharing posts moreover, purchasing frequently. The co-creation of consumers can increase emotional connection towards the brands, marketers utilize this process of value-creation towards engagement (Gummerus et al., 2012). For instance, the top fans of the local-fashion products page can be sponsored by the brand owners on the page by wearing the clothing, ornaments, sunglasses, or handbags in /her native village or in the locality from where he/she is born and grew. And this participation should be uploaded on the brand page through images, videos, story-based videos about the locality associated with the handloom-based products which are being sponsored by the page owner. Through this approach, along with the consumers' co-creation, brands can address consumers' native tastes, and emotions through unique-indigenous styles and designs. In the aspect of event management, the previously satisfied consumers' testimonials with the evidence of videos, images, and reviews ratings can be 'pinned' to the Facebook page. It is affirmed by the earlier event analyzer that; wedding events are commonly organized by professional event planners in Bangladesh (Hoq, 2015). Which is moreover associated with photography services for capturing wedding events. Connected to the inferences proposed for the event managers, the page admins of the photography services should upload entertaining videos (adding voices of the consumers and music in the background, snapshots of the candid poses, and short documentaries) and images featuring their clients in tempting potential audiences' purchase desires. Additionally, the photographers who are covering popular public figures (social media influencers, celebrities, actors, or actresses) events or programs, should post about the celebrity clients' experience with the services in the form of photos, videos, and musical-trailer on Facebook watch.

In addition, in aiming to target consumers using Facebook aged 18 to 38, the executed findings facilitate the advertisers operating brand pages to unfailingly reach target consumers' location, daily activities, hobbies, and niche area preferences. As the demographic profile of the respondents exposed, a larger segment of the millennials are graduate students aged 24-29, not earning by themselves, therefore, the page owners should offer discounts, incentives, and monetary rewards to

drive their future purchase consideration toward the FBPs.

Such activities could reflect the hallmark of a notable brand page experience. Accordingly, these suggestions can allure millennial consumers' online engagement and purchase intentions.

- **Fourth**, the congruency of the advertisement campaign with the objectives, profile of the targets, and nature of the businesses are the additional factors to be successful. Uploading the content, scheduling advertisement time, scheduling an appointment with the potential consumers (for event management and photography services), and replying accurately to the consumer's queries, require professional skills. On the Facebook business suite, the advertisers can pinpoint the understanding of likes and comments along with the target consumers' demography. Additionally, fans' information, number of tags, number of views, mentions, etc. can be identified. Instead of Facebook analytics, which has been obsoleted since 2021 (McLachlan, 2021), Facebook creator studio, Facebook live analytics, and insights should be approached by the local-fashion product companies, event management, and photography service companies to associate unfailingly with the potential clients. Moreover, to encourage more clicks of 'likes' and 'comments' marketers can recruit relevant app developers, graphic designers, copywriters, and creative heads in their domains. Likewise, these tools are correspondingly resonating with the brand collaboration of micro-influencers in these sectors.
- **Fifth**, the advertisers of the said sectors should check the comments on the advertisement posts on the brand pages and maintain the updates of all the profiles who are posting comments. In this process, the advertisers can track loyal users them also the knowledge about fake profiles. Although a smaller number of respondents expressed through the second opinion-based question in this research that, they have experienced comments, likes, and shares from 'fake' profiles. Besides, 'discrepancy' or mismatch between the actual product or service with the advertised posts hinders the consumers to engage voluntarily. Most often, the attacking or insulting comments posted by some profiles on the ad posts create difficulties for small entrepreneurs. This is negatively impacting the purchase intentions. In such a case, advertisers should activate Facebook data mining and information analysis techniques (Hamouda, 2018), to get in-depth insights into analyzing the nature of the engagement. Therefore, the advertisers and page owners managing Facebook brand pages (FBPs) have to be more careful about page maintenance and quality engagement, rather than the number of engagements.

6.5.2.1. Managerial Implications for Social Media Influencers(SMIs):

In the social media influencer marketing domain, Instagram (Argyris et al., 2020; Dhanesh and Duthler, 2019; Anongdeth and Barre, 2019), YouTube (Boerman and Reijmersdal, 2020), and Twitter (Martínez-López et al., 2020) have been investigated regarding fashion, beauty, clothing, lifestyle, food, fitness and body image. But none of the academics have examined how social media influencers (SMIs) credible characteristics and intimacy level can influence millennial consumers' purchase intention behavior in terms of indigenous-fashion products, event management, photography services Facebook advertisements on the Facebook brand pages (FBPs).

In strategic conclusive decision-making and practical implications, this research offers an extended understanding of determinants of effective features of social media influencer marketing on Facebook advertising, which are included in the following:

- **First**, social media influencers (SMIs) on Facebook generally are influential users on any certain topic or area, who have a homogenous follower base on Facebook. The advertisers are collaborating with micro-influencers such as the SMIs on Facebook to establish their products in target consumers' minds through the SMI's trustworthiness, expertise, and attractiveness in the product demonstration. Moreover, the micro-influencer's para-social interaction (PSI) with their followers can be further utilized by marketers in establishing the online engagement level. Further, to utilize the market budget cost-effectively, micro-influencers acceleration of electronic word-of-mouth (eWOM) has a huge potential for marketers. Regarding locally produced fashion products, the micro-influencers need vast product knowledge including the cultural heritage of fabrics used to earn followers' beliefs. Associating to this, the existing studies' findings facilitate the SMIs and the advertisers in utilizing the millennial consumer's behavioral information, and the business pattern of local-fashion products in Bangladesh to establish the brand conversation.
- **Second**, this research has investigated Facebook micro-influencers characteristics and relationship level with the millennial followers from an emerging country perspective, which have been unidentified in the local-fashion products, event management, and photography services. Thus, the advertisers in these countries can effectively utilize the micro-influencers brand posts as images, videos, stories, and Facebook Watch. Moreover, in partnering the micro-influencers for promoting event management and photography services on Facebook, the page owner needs to assure the credibility level among the

followers and congruency to the services provided by the organizations.

- **Third**, micro-influencers sponsored posts should be uploaded by providing the essential sponsorship disclosure (#SP #paidad #in collab) on Facebook to generate more consumers' trust and positive attachment to the brand. As Bangladeshi influencers are working differently than overseas countries; there are no strict rules in Bangladesh to reveal the influencers to declare whether the post is sponsored or not. Adding to this, the product relevancy, followers' size, the pattern of relationship, and product choice of the preferred SMIs should be studied by the marketers, rather than focusing only on one attribute.

6.6 Recommendations for the practitioners:

The influence of Facebook advertising affected by dominant predictors of consumer's online engagement through the proposed framework can assist the marketers of chosen sectors of this paper to get maximum visibility and awareness driving towards purchase intention, as there is scant research exists about these arenas. By employing this proposed framework practically, local and small entrepreneurs can review if there is any gap that exists in their Facebook advertising's effectiveness to achieve a pre-planned outcome as these marketer's face difficulty in the long run to continue the brand interaction with users stimulating purchase possibility. The frequency of content posting on social media does not ensure the user's engagement as the interaction then turned out to be an irritation found by Agostino and Arnaboldi (2016).

Regarding local fashion products, event management, and photography services maintaining Facebook brand pages (FBPs), perceived usefulness, social media influencer marketing and entertainment values of advertising are imperative determinants for millennial consumers' online engagement driving the intention-to-purchase. It is worth noting that, in this existing research, compared with the indirect effects of the antecedents of Facebook advertisements considering the brand pages to millennials' purchase intention behavior (PU to CE:

β value is .391, and ENT to CE: β value is .255 and SMI to CE: β value is .193), the mediating variable as consumers online engagement is not prominent according to the result (CE to PI: the β value is only .145). On the other hand, analyzing the direct effect, the entertainment value of Facebook advertising is not shown significance β value: only .117 which is the lowest β value associated with perceived usefulness (β value: .393, the highest value among all) and social media influencer marketing (β value: .233) is indicating few managerial inferences. It is recommended

that local fashion products, event management, and photography services should improve their advertisements' entertainment value posted on Facebook brand pages and concentrate on more consumer participation through engaging features and activities.

At an expert level, this study not only serves marketing managers with a functioning tool to assess their presence on social media but also provides suggestions about how millennial Facebook user's purchase intention can be enhanced by integrating Facebook brand pages, local influencers, information accuracy, the value of advertising and user's behavioral intentions.

Therefore, to improve consumer-oriented advertising on Facebook, some suggestions for advertisers, Facebook page owners, and marketers are presented here:

1. **Considering the influential factors when uploading advertisement content on Facebook brand pages:** when designing a Facebook brand page, marketers should have a vivid and accurate purpose about target consumers' demographics, engagement approach, and specific advertising value that are analyzed in this paper. Furthermore, the contents whether videos or images and language as the captions to be utilized and posted must be critically evaluated for higher favorable behavioral modifications (Agostino and Arnaboldi, 2016). The data analysis of this research confirms that the two factors (perceived usefulness and social media influencer marketing) explained in the proposed model are influencing positively the purchase intention behavior of millennial consumers. This is the direct effect. And, regarding the indirect effect of mediating variable (consumer's online engagement), along with these two factors, all three factors (entertainment value of Facebook advertising) positively influence millennial consumers' purchase intention.

Therefore, this research is advising that advertisers should approach these three factors of Facebook advertising combinedly on Facebook brand pages (FBPs) instead of focusing on one or other factors. For instance, if the advertisers do not carefully think about the 'entertainment value of Facebook advertising', the advertising content could not be catchy, attractive, and pleasurable. Moreover, consumers' willingness to engage by clicking like, commenting, and sharing behavior on the advertisements will be gradually reduced. However, to leverage the entertainment value influencing the millennial consumers' purchase intention behavior page owners must adopt a

few strategies which have been discussed in the managerial implications section 8.4.2 in this chapter.

2. Paying more attention to the perceived usefulness factor of Facebook advertising on

Facebook brand pages: This research has exposed that perceived usefulness is strongest in the consumer's online engagement and purchase intention of Facebook advertisements on Facebook brand pages compared with other examined factors. Thus, it is advised that along with the advertisers, the page manager should implement consumer-centric useful features while uploading the ad content.

- For example, in terms of locally made fashion products in Bangladesh, such as; Shari, Panjabi, shoes, jewelry, jute, or cotton-based hand-bags, the page owner will be more benefitted if they can convince millennial consumers' perceived usefulness of the ad regarding the unique designs, fabrics-materials, and augmentation while using their products. The local-fashion product marketers should be concerned regarding the Bangladeshi ethnic fashion sense while developing advertisements on Facebook. It is discussed previously, millennial consumers are majorly purchasing local-small fashion entrepreneurs' handloom clothing and other fashionaccessories through Facebook ads than physical stores, the marketers must attract them by showing the right advertisements meeting their requirements. As most of the consumers are from middle-class and lower-middle-class families and young consumers (Datareportal.com/2022-Bangladesh, 2022; Asjad, 2021; Chowdhury and Akter, 2018; Rabby, 2011), therefore advertisers can occasionally post their products discounts, offers, monetary incentives, gifts by engaging consumers in exchange of highest comments, shares and mentioning of friends' names. They can employ credible micro-influencers who can demonstrate the best usability of these products' placements in everyday lives.

Also, Bangladeshi event management and photography service professionals should post about how potential millennial consumers can perceive their varied services. Moreover, the owners of the photography pages are often managing event management services where the ambiance and overall service management are crucial. In this instance, event management planners can trigger consumers' convenience of arranging a program as per consumer's budget, such as; venue selection, parking facilities, lighting, interior decors, sitting arrangements, catering amenities, food

menus, special chefs, and waiters, cleanliness of the fresh room and washroom, side gardening and lawn ambiance and restrooms. Event-management marketers on FBPs could post how their previous service packages were appreciated by consumers. In this aspect, they can post screenshots of satisfied consumers' comments, positive appreciation, photographs, and short videos of arranged weddings or other programs. These useful features of the events can be artistically displayed on the Facebook brand page by specialized photographers, who can be associated with the event planners and these photographers also maintain their brand pages. Moreover, to target interested consumers' intention-to-purchase photographers can employ short videos or trailers of any event which they have captured, upload highlights of the occasion or events through images, post consumer's post-purchase experience of the photography and video recording in the form of user-generated contents (UGC), images and screenshots of the texts in the messenger. These creative service page owners can generate the perceived usefulness of their advertisements by co-creating with followers. In this regard, they should identify their loyal consumers who are always staying active with the page notifications by reacting (love, haha, wow), liking, commenting, and sharing the advertisement posts. These loyal consumers can be endorsed as an opinion leader on these pages whose neutral experience in the means of posting status, creating selfie videos, live videos, and images unedited snapshots while capturing the image and videos by the photographer, will be displayed on the pages as the pinned posts.

3. **Paying more attention to the social media influencer marketing factor of Facebook advertising on Facebook brand pages:** As per the result, social media influencer marketing is the second-highest influential factor impacting the consumer's online engagement and purchase intention of Facebook advertisements on Facebook brand pages compared with entertainment value as one of the factors. Consequently, marketers have to reinforce the endorsement of reliable and persuasive influencers who will be effectively generated millennial consumers' future purchase willingness by gripping their cognitive, affective, and behavioral engagement levels.

- For instance, advertisers and page managers of a fashion brand can employ a bunch of fashion micro-influencers in Bangladesh considering their follower base, relevancy of the content with their characteristics, expertise, trustworthiness, physical attractiveness, demonstration styles, and communication approach with their followers. Specifically, the entrepreneurs selling country-originated fashion

products in Bangladesh (hand-made Shari, Panjabi, jamdani Shari, tangail Shari, benaroshi, silk, jewelry, handbags, and purses) should frequently endorse millennials' favorable micro-influencers product placements uploading lucrative images, videos, stories, and live videos. To fulfill this purpose, the indigenous SMI who respect the values and beliefs of Bangladesh and have public acceptance in this domain can successfully demonstrate the postures, poses, and gestures to best expose the product's acceptance. Also, the brand collaboration with the micro-influencers stimulates Bangladeshi young consumers' positive sense of casual clothing (Chowdhury and Akter, 2018). Further, the SMIs should also be responsible to respond quickly to consumers' comments and personal chats through a messenger; they can motivate consumers' purchase intention by fixing the right color, material, design, and the right way to wear them. This para-social interaction through the Facebook brand page of a fashion brand with a credible SMI, stimulates millennial consumers' liking, commenting, and sharing behavior further resulting in the intention to purchase. Moreover, by highlighting national occasions and religious festivals, local-fashion houses can promote their brands through Facebook advertisements combining the cultural legacy from two to three months ago. They can focus the individual festivals and occasions through the identified colors in their clothing and handicrafts and endorse relevant micro-influencers to enhance the patriotic sense through wearing the brands.

- Associating to the above discussion, the social media micro-influencers should collaborate in event management and photography services and Facebook advertising also. In association with this, the food and travel micro-influencers can excellently portray the convenient way of going to the event location, entire service arrangements, interior decors, outside ambiance facilities, types of foods, tasting them, and giving reviews about the service-quality matching. Recently, Metroman, Zoltan BD, Khuda Lagse, Dine in with Adnan, and Food Appi are popular food vloggers who review various restaurant services on Facebook. The brand page managers discuss with the event planners to upload the influencers' live videos, short videos, and images from the influencers' accounts, considering impartiality. Additionally, to enhance the target consumer's trustworthiness these travel and food influencers can show the raw videos of the efforts of the event planners in arranging a program, decorating, cooking in the kitchen for guests, and cleanliness. Lastly, in terms of photography services, attractive and expert influencers relevant to their niche area must collaborate. The micro-influencers may have the appropriate attire, make-up must be matching with their personality, and environment in a

theme of photography as directed by a professional photographer. If these criteria will be fulfilled, the images and videos uploaded later on the photography pages must be appreciated by the millennial consumers.

- Also, in the physical stores, a corner could be allocated to displaying the clothing, ornaments, handbags, shoes, and handicrafts promoting these events, where credible influencers can demonstrate the product's usage through Facebook lives, short videos, stories, and images.
 - To stimulate the household millennial consumers' purchase intentions, fashion houses can upload micro-influencers images and videos with their family members prioritizing the festivals and celebrations. In these ways, national patriotism and economic development can also be developed among the millennials in Bangladesh. Therefore, these ideas can be regarded lucratively among Bangladeshi-originated advertisers and marketers in the fashion domain.
 - Influencer marketing is most workable if these are unpaid as followers perceive SMI's product usage as natural. Instead, paid collaboration or sponsored posts create ad skepticism in audience perception (Anongdeh and Barre, 2019). Moreover, the government in Bangladesh have not imposed strict rule to show sponsorship disclosure. But, to generate more authenticity and transparency, it is recommended through this research that, the micro-influencers should include sponsorship disclosure (#SP #In collab #Paid) on the collaborated posts to assuring more credibility and value the follower's intimacy level.
4. **Highlight the importance of consumers' online engagement as a mediating factor towards purchase intention:** Through the mediating effect in the data analysis, this research revealed that millennial consumers' online engagement of Facebook advertising is not performing a crucial role in the influential path from the independent factors to purchase intention. This is inferring that millennials' purchase intention is not influenced

by only focusing on the cognitive, affective, and behavioral levels of engagement exposed as likes, comments, and shares studies in this research. As per the open-ended survey questions, it is disclosed that in Bangladesh, brand page owners can falsify advertisements by providing many unnecessary details. Most often, as per the ordering of the image and the delivery of the product is not matched the millennial consumer's expectations. If consumers comment on their negative experience on the advertisement posts on the page, it is immediately deleted by the page owner for the fear of losing potential clients. It is advised that advertisers and page owners should not blindly focus to increase the number of likes, comments, and shares without the inherent factors of perceived usefulness, social media influencer marketing, and entertainment value in their ads. To persuade consumers of online engagement toward future purchases the effectiveness of the paid ads and organic ads should be properly distributed in terms of millennial consumers' eyes. The commitment must be maintained along with complaint management and after-sales service.

- 5. Integrating the new tools of Facebook brand pages (FBPs) in enhancing advertisements:** It is mentioned previously in chapter 1: Introduction that, Facebook renamed its name 'Meta' as its parent company including Facebook messenger, Instagram, WhatsApp, and Oculus in 2021 (Statista.com, 2022). The 'Meta' is the alternative rebranded version of Facebook in the Metaverse combining the virtual reality (VR), and three-dimensional (3D) connection, published by Easyfixpro.com (2022) and The Daily Prothom Alo (2021). In the 'Meta,' the consumers will get interacted with an 'avatar' who is responsible to develop a fully personalized experience (Facebook.com/meta, 2022). Thus, like other marketers worldwide, Bangladeshi marketers have to be proactive about this integration in the brand pages.

However, compared to other ad content, video contents have the highest level of engagement (Pietroluongo, 2021), in which, 85 percent of users watch videos on Facebook without sound. Thereby, the graphics, visuals, and subtitles are a matter for the creation of video advertisements. Facebook is accommodating native video content (Shepherd, 2022); thus, the tools and techniques can be easily suitable for the marketers operating Facebook brand pages in Bangladesh. Additionally, both images along with tempting videos which are consistent with the page should be posted regularly (Dufrene, 2019). Through Facebook ads, marketers can locate consumers based on their demographics and geography (Pana, 2021). In line with the above details, Garcia

(2020) stated that installing Facebook pixels on-page is effective in mining users' information about the page engagement, in which coding is utilized. Additionally, through the selection of a campaign, page owners can specify the goal of the Facebook page, such as; increasing visitors, counting 'likes' and 'comments' as the measure of engagement, and building awareness (Garcia, 2020). In lead generation through Facebook advertisement, the page owner can gather the demographical information of the potential consumers who have shown interest in the photography page. Additionally, the algorithms on Facebook are useful for marketers in achieving target reach, click-through rate, and engagement (Pana, 2021). In embracing 'Meta', these guidelines will be supportive of the page owners and the advertisers. In this regard, along with augmented reality (AR) and virtual reality (VR), Facebook insight, Facebook pixel, business suite, and creators' studio (McLachlan, 2021) should be integrated as a marketing strategy, to increase the traffic to the page (Jain, 2021).

6. Developing specific policies and regulations for Facebook brand pages (FBPs) in

Bangladesh: From the perspective of Bangladesh, there is still an absence of a legal framework for Facebook advertising sourced from the Facebook brand pages (FBPs) (Rabab, 2021; Tanni, 2020). Therefore, the vagueness in price aptitude, product guidelines, and exceeding or misusing consumer privacy of the legal standard, the government in Bangladesh is unable to claim such revenue. Rabab, (2021) and Tanni (2020) found that during the COVID-19 pandemic the Facebook brand pages earned around TK 300 crore, however, due to the lack of tax rules and GST the government is losing such earnings. To successfully manage a Facebook brand page and promote advertisements through it, requires educational skill, effort, research about consumers and products, and integrity in the work. Unfortunately, in Bangladesh, skilled human resource in this aspect is still a dearth (Aiman, 2020). Sometimes small store owners have the insufficient business knowledge and they are unable to manage their delivery services, thus they have to depend on private courier services (IDLC.com, 2021). Therefore, the cost of the product to deliver to the consumer is increased.

The marketers have to be concerned regarding the timely and specific response to the interested consumer's query through the replying of comments or messenger chat, unclear business rules and exchange policies, deceptive product information, excessively edited images, and payment harassment while confirming the order. Most often, consumers have purchased a product from the

page but do not want to share the page among their peers for further engagement (IDLC.com, 2021). It is to suggest that, advertisers can develop product-focused and relevant content through videos and images, rather than any links and plain text-based status. Loyal consumers must be nourished by providing additional support and special attention should be given to customizing these consumers' expectations (IDLC.com, 2021).

However, posting the same content frequently is not appreciated by millennial consumers. Instead, the brand pages on Facebook should provide the followers with varying degrees of flavors to identify community appeals by the means of advertisements. Given this, the brand pages should reinforce their establishments in the eyes of consumers. Some of the approaches in Bangladesh could be; personalized connection, live activities, and discussion forums by generating groups for interconnectivity highlighting occasions or national celebrations to influence millennials' decision-making. Unequivocally, remembering to conduct business in Bangladesh as a developing country, these sectors can increase their service adoption among active millennial consumers by offering alluring monetary incentives and offers discounts. As the millennial generation is majorly comprised of university students and jobseekers in Bangladesh (Mawa et al., 2021; Khatun et al, 2020), this could grip their attention. It is revealed by earlier scholars that, millennials are the chooggiest generation ever, therefore if their expectation is not matched for an extended period, they will not find any interest in being entertained and engaged.

6.7 Limitations and Future Research Directions:

Although it is also true that, these suggestions are not generally valid, but; in particular, these originated through researchers' analytical and theoretical investigation. The scope of future studies derived from the limitations of this paper, which could be further empirically analyzed by quantitative methods and different behavioral constructs. Another major limitation of this current research is that the framework is only based on selected companies operating Facebook ads in Bangladesh, as Facebook is majorly used as a social networking site (SNS) in Bangladesh and maximum brands exist by their ads or brand pages on this site.

The researcher discusses the results by observing how the contents are posted, responding to users' queries, and resolving complaints about millennials' intention to purchase suggested as by further research in Agostino and Arnaboldi's (2016) findings. Future research, therefore, can analyze

different behavioral issues by not solely depending on Facebook ads only. However, this research is not out of its limitations, which can be addressed by future researchers.

These are summarized as follows:

- 1. First**, the sample utilized in this research is inhibited to the Bangladeshi context and from the millennial generation. Although Bangladesh is a country that is progressing in speedy growth in terms of Facebook usage and the millennials are the dominant segment in this. The sample was inhibited to the Bangladeshi context and skewed to millennial respondents. Although Bangladesh is experiencing massive growth in Facebook use and brand page existence, the generalizability is inadequate. Thenceforth, the findings of this existing research are limited. although for conducting covariance-based structural equation modeling (CB-SEM) two-hundred valid questionnaires are sufficient to run the data analysis (Tiruwa, 2019), while this research examined three-hundred fifty-nine (359), valid respondents, in the availability of big data, this quantity is comparatively small in addressing consistent conclusions.

Therefore, future researchers may identify a few research issues which will be worth investigating later. Likewise, the forthcoming researchers could exploit a larger sample size, geographical area, and probability sampling techniques to get the results more generalized. Accordingly, future researchers should approach qualitative research including focus group interviews, case studies, panel group discussions, and observational records of the data. In-physically questionnaires should be distributed along with online distribution. A comparison of several social media and user age groups in a cross-cultural study can improve the limitations of this research.

- 2. Second**, the results of this research have exposed that the three antecedents have significant influences on consumers' online engagement towards millennials' purchase intention of Facebook ads, but contrary to the number of earlier scholars only two antecedents namely, perceived usefulness and social media influencer marketing are influencing to the purchase intention of Facebook ad. Further, the mediating effect of consumers' online engagement is insignificant to purchase intention. The model in this research has integrated five variables from six renowned theories and models, but in these theories and models, other variables (informativeness, credibility, perceived ease-of-use, attitude, macro-influencers)

are not included. In this instance, the intrinsic theoretical foundation has not been disclosed yet.

Therefore, regarding future academics, the relevant moderating variables should be introduced in the proposed model, such as the consumer's educational background, usage pattern, time spent on Facebook, etc. Finally, in addition to the examined six theories and models, it is worth studying other research models, e.g. user and gratification (UGT) theory, theory of planned behavior (TPB), and personality theory, by comparing developing and developed country contexts. Moreover, how age and gender affect as a moderating variable towards intention to purchase can result in a comprehensive outcome on the identified predictors of specifying industry in future studies. How trust, online reviews, behavioral loyalty, perception, and other psychographic variables applying the latest quantitative techniques (PLS-SEM,) could provide new insights into Facebook advertising literature.

- 3. Third,** the survey in this research has a few limitations. Presently, this survey is only able to examine Bangladeshi millennials' Facebook users who follow local fashion, event management, and photography brand pages. The proposed and examined model, along with the results, may not extend to other countries people on any other platforms. Furthermore, only millennial consumers aged 18 to 38 are surveyed online in this research during the COVID-19 pandemic, the results may vary among the other age groups and in the post-COVID situation. Moreover, the three domains chosen in this research (local fashion products, event management, and photography services) after realizing thriving popularity, are only acceptable in terms of millennials' behavioral perspective. Other popular business domains, for example, electronic gadgets, home-delivery services, artificial intelligence, workout and fitness materials, and baby products operating their brand pages on Facebook, may not fully utilize the findings of this research as the differences in the categorization.

Therefore, the academics who will research in the future can include a larger sample comparable among a few countries (both developing and developed) and should investigate these business domains for disclosing more deep insights.

4. Fourth, as the Facebook corporation is updating its strategy and SNSs are ‘ever-evolving’ (Duffet, 2015), it is very hard to persist the findings of this research to the gradually-altering Facebook advertising arrangement. Facebook regularly updates its advertising policy, the composition of the news feed, and user content uploading issues, thus, the findings could be hard to reproduce. The key notion revealed by this study's findings is that the consumer’s online engagement and intention to purchase are mellifluously influenced by perceived usefulness and social media influencer marketing in the Facebook advertising context. Thus, if these antecedents are not present the consumers may not respond properly. Moreover, the Facebook brand page is considered an advertising format of Facebook that will be emerged with new-user-oriented features. Henceforth, the findings of this research should be comprehended with caution.

Also, generation cohorts’ comparison (Generation X, Generation Z) with millennials monitoring other accepted SNS (Instagram, YouTube, Snapchat, WhatsApp, and Twitter) can reveal a crucial behavioral understanding of the underlying facts of purchase intention on social media networks.

5. Fifth, in Bangladesh 93 percent of Facebook users are accessing Facebook compared to other SNSs (Datareportal.com, 2022), but, larger segment access Facebook through mobile devices instead of a computer (Chowdhury and Akhter, 2017; Manik, 2015). Users accessing Facebook through mobile devices are habituated to scrolling more, shorter replying to messages, and overlooking the news feed compared to desktop users. Also, the internet connection all over Bangladesh is not stable (Aiman, 2021).

Therefore, future studies should carefully consider Facebook users' characteristics regarding mobile devices and computers.

6.8 Conclusion of the Study:

With an increasing innovation of social networking sites (SNSs) in reaching consumers and improvising connectivity, marketers, and advertisers are becoming conscious of the best use of such innovations. This research is solely focused on a Facebook advertisement after observing the popularity and rapid increase of the user’s dependency on it. Furthermore, there is hardly any company which is not existing on Facebook, by opening a brand page. Therefore, Facebook is chosen with an aim of rigorous investigation. The Facebook advertisements on the Facebook brand

pages permit the marketers or page owners to monitor and comprehend the target consumers' behavior who are engaging with these pages. Over the past few years, the necessity of the advertisement of Facebook and its use as a major communication medium in all spheres of life is visible to both practitioners and advertisers.

With the support of the systematic literature review, this research has shown how millennial consumers compared to the other generational cohorts are using Facebook. And, it has been legitimized that, how millennials' characteristics are shaped by the evolution of SNSs, and various information exists on them. After recognizing the popularity of the Theory of Reasoned Action (TRA) (Fishbein and Ajzen, 1975), this research has adopted this theory as the underlying concept to measure the validity with the integration of the identified antecedents.

Consequently, supporting the previous studies, Facebook brand pages are nourishing consumers' online engagement in the dimensions of cognitive level, emotional and behavioral levels. In this aspect, the expression or the engagement metric is considered as: like, comment and share. In chapter 5: Findings and discussions, the strongest influential antecedents have been identified in influencing consumers' online engagement, which was considered as the independent variable in this research revealed through the literature review. However, all of them have not directly influenced the purchase intentions.

Along with the integration of six separate theories and models, this research highlights the data collection, analysis, contributions, implications, and recommendations from the perspective of local-fashion products, event management, and photography services Facebook ads on the brand pages. In the earlier chapters, it is justified that a renowned number of academics have examined many sectors combining the consumer's behavioral pattern, but overlooked these three booming sectors. Also, in Bangladesh, millennial consumers are almost totally dependent on these sectors' Facebook advertisements in developing their purchase intentions, as observed by the present researcher. Therefore, the current study establishes an association between using, engaging, and further considering the Facebook brand pages (FBPs) in establishing the intention-to-purchase in an emerging country standpoint. The analytical discussion and practical recommendation provided in this research with the focus on the latest tools and updates of 'Meta' as Facebook, will be very beneficial for marketers in the long run. Along with the giant or big companies, the small and medium-sized entrepreneurs in Bangladesh may efficiently utilize the studies' findings.

Whether, they do not have sufficient resources to target the millennial consumers' purchase intentions in the saturated marketplace, as per the findings of this study.

Thus, reviewing all these reasons academically and managerially, is why it is indispensable for this present rigorous research in chosen platform and context. Likewise, the current study will be the first to attempt to spot new conceptualization for research specifically in Facebook advertising in chosen three sectors impacting millennials' purchase intention through the latest reviews of the relevant research paper. However, several studies have produced the effectiveness of advertising on social networking sites (Belanche, Cenjor & Pérez-Rueda, 2019; Jung et al., 2016; Hamouda, 2018). But these studies do not specifically address what specific factors influence consumers' purchase intentions towards specific social media networks, especially the popular site Facebook. Few studies have investigated merging TAM and TRA to purchase intention on SNSs (Jung et al., 2016); but are limited to conceptualizing other influential models and theories on millennial consumers' viewpoint towards fashion and lifestyle, event management, and photography services Facebook ads from an emerging economy standpoint. Therefore, this research is contributing theoretically by implying that Facebook can effectively add value regarding purchase intention by adapting one predictor (entertainment value) of Ducoffe's (1996) Advertising Value Model, one predictor of TAM by Davis (1989) (perceived usefulness) and social media influencer marketing in which Ohanian's (1990) Source Credibility Model and Horton and Wohl's (1956) Para-social Interaction (PSI) theory has been adopted, consumer's online engagement by Gummerus and colleagues (2012) consumer engagement and one predictor of TRA by Fishbein and Ajzen (1975) (purchase intention).

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APPENDICES
APPENDIX A
Questionnaire of the Study

Section 1 of 4

Influence of Facebook Advertising Impacting Intention-to-Purchase Amongst Millennials in Bangladesh

Dear Respondent:

The study aims to understand the influence of Facebook advertising on purchase intention among Millennials in the context of Bangladesh in local-fashion products, event management and photography services in Bangladesh.

Your responses will be extremely valuable for the successful completion of the research. The survey will take about 7 minutes to complete. The information provided by you will be treated as confidential and will be used in summary solely for academic purposes.

Your cooperation and support are highly appreciated. Thank you!

I have received information regarding this research and had an opportunity to ask questions. I believe I understand the purpose, extent, and possible risks of my involvement in this project and I voluntarily consent to take part.

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*

Section 2 of 4

Section A: Opinions Against Statements

INSTRUCTIONS: Please mark the following statements based on your opinion with tick mark (√). Where 5= Strongly Agree, 4= Agree; 3= Neither disagree nor agree; 2= Disagree; 1=Strongly Disagree.

Questions *

	Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1.	I like the idea of using the Facebook brand page for purchase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	It feels good to purchase through the Facebook brand page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	The Facebook brand page is beneficial to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	I believe that products displayed on Facebook brand page influence my intention-to-purchase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	Using Facebook brand page is entertaining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.	Reading and watching entertaining brand contents on the Facebook brand page provides an opportunity for me to have a fun time over Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.	Facebook brand page provide me fun and pleasure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.	Entertaining brand contents on Facebook brand page influence my intention-to-purchase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.	Through Facebook brand pages I can easily accomplish purchase activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.	Facebook brand pages enhance my purchase effectiveness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.	The Facebook brand page is useful in purchasing what I want	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12.	Facebook brand pages conveniently fulfill my intention-to-purchase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13.	Social media influencers on Facebook are trustworthy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14.	Social media influencers endorsing products on Facebook has a very attractive personality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15.	The products or brands endorsed are suitable for the social media influencer to represent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16.	Products or brands promoted by social media influencers livevideos or images influence my intention-to-purchase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17.	I read posts and comments on Facebook brand pages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18.	I express my reactions to Facebook brand pages posts and comments by Facebook buttons (like love, care, wow, haha, sad, and anger)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19.	I visit pages of brands I follow on Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20.	Watching live videos, images and Facebook watch on the Facebook brand page influence my intention-to-purchase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21.	Seeing posts and comments on the Facebook brand page increase my purchase interests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22.	I intend to purchase products I see on Facebook brand pages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23.	I prefer to buy brands I see on Facebook rather than those I see on	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	other channels (visiting stores, advertisements)					
24.	I have a strong intention-to-purchase through Facebook brand pages in the future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 3 of 4

Section B: Open-ended opinion question

What is your opinion regarding the following two statements?

29. Do you think Facebook brand pages in fashion and lifestyle, event management, and photography services as Facebook advertisements help develop your purchasing willingness?

* _____

30. If Facebook brand page posts contain many likes, comments, and shares do they influence your intention-to-purchase for the displayed products of fashion and lifestyle, event management, and photography services?

* _____

Section 4 of 4

Directions: Please tick (✓) the option appropriate for you.

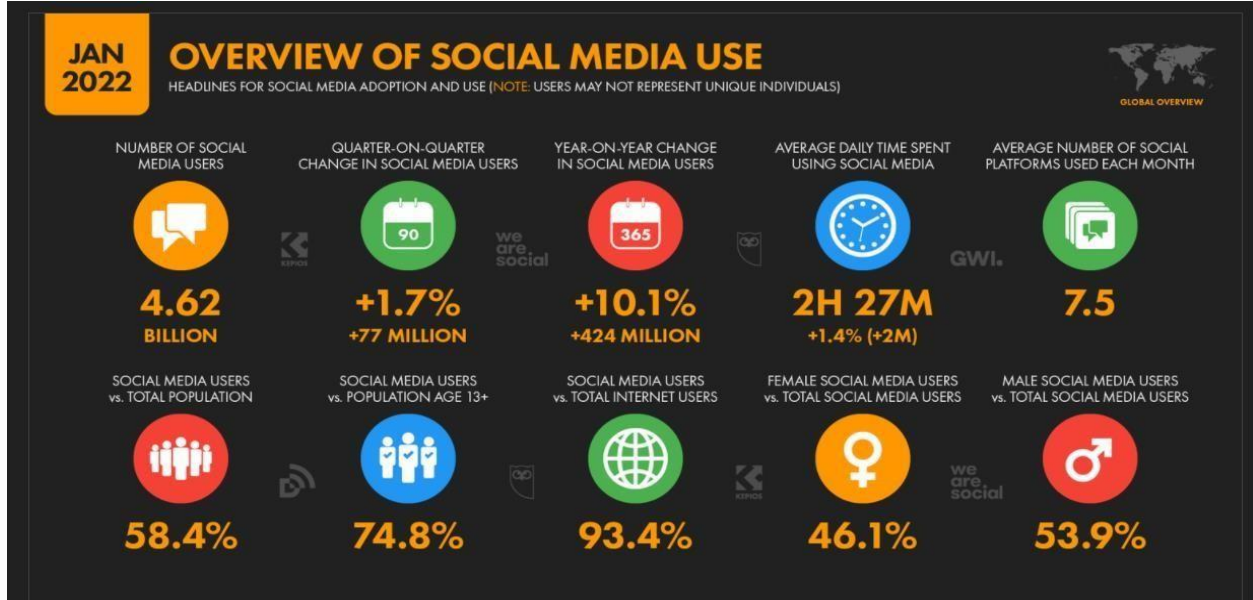
*1. Email address:						
*2. Gender:	<input type="checkbox"/> Male		<input type="checkbox"/> Female		<input type="checkbox"/> Prefer not to say	
*3. Marital status	<input type="checkbox"/> Unmarried	<input type="checkbox"/> Married	<input type="checkbox"/> Divorced	<input type="checkbox"/> Widowed		
*4. Age	<input type="checkbox"/> 18-23	<input type="checkbox"/> 24-29	<input type="checkbox"/> 30-35		<input type="checkbox"/> 36-40	

*5. Level of education:	<input type="checkbox"/> SSC	<input type="checkbox"/> HSC	<input type="checkbox"/> Graduation		<input type="checkbox"/> Post-graduation
*6. Occupation	<input type="checkbox"/> Self-employed	<input type="checkbox"/> Government service	<input type="checkbox"/> Home-makers	<input type="checkbox"/> Unemployed	<input type="checkbox"/> Private sector/corporate service
*7. Range of monthly income (in BDT):	<input type="checkbox"/> No-self income	<input type="checkbox"/> Below 30,000	<input type="checkbox"/> 30,001-50,000		<input type="checkbox"/> 50,001 and above

APPENDIX B

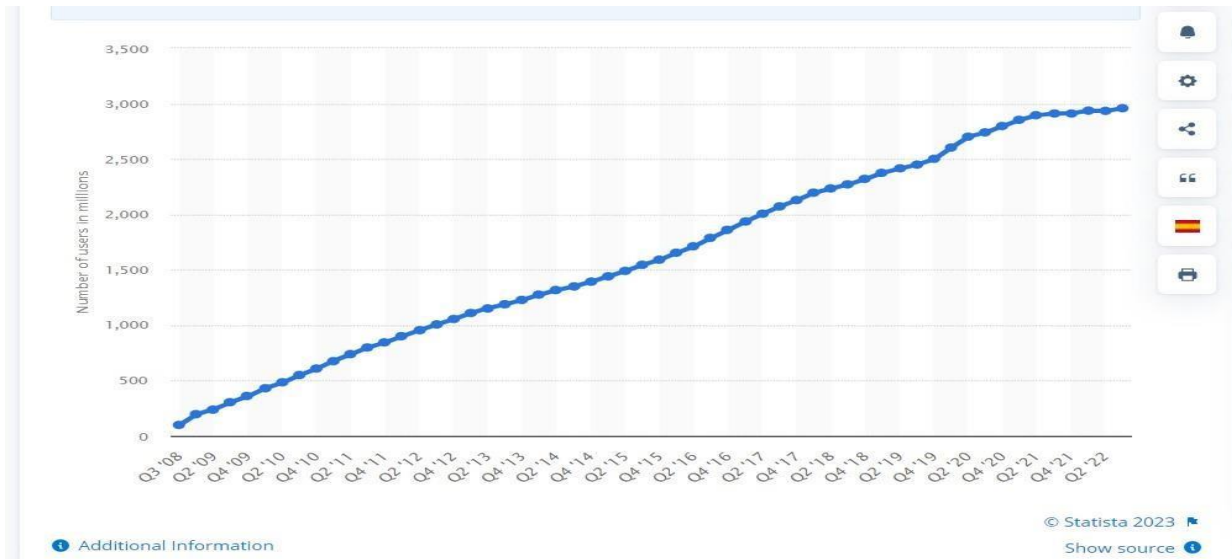
Figures and Tables from Online Sources

Figure 1: Overview of Global Social Media Use in January 2022.



Source: (DIGITAL 2022: BANGLADESH. <https://datareportal.com/reports/digital-2022-bangladesh/>).

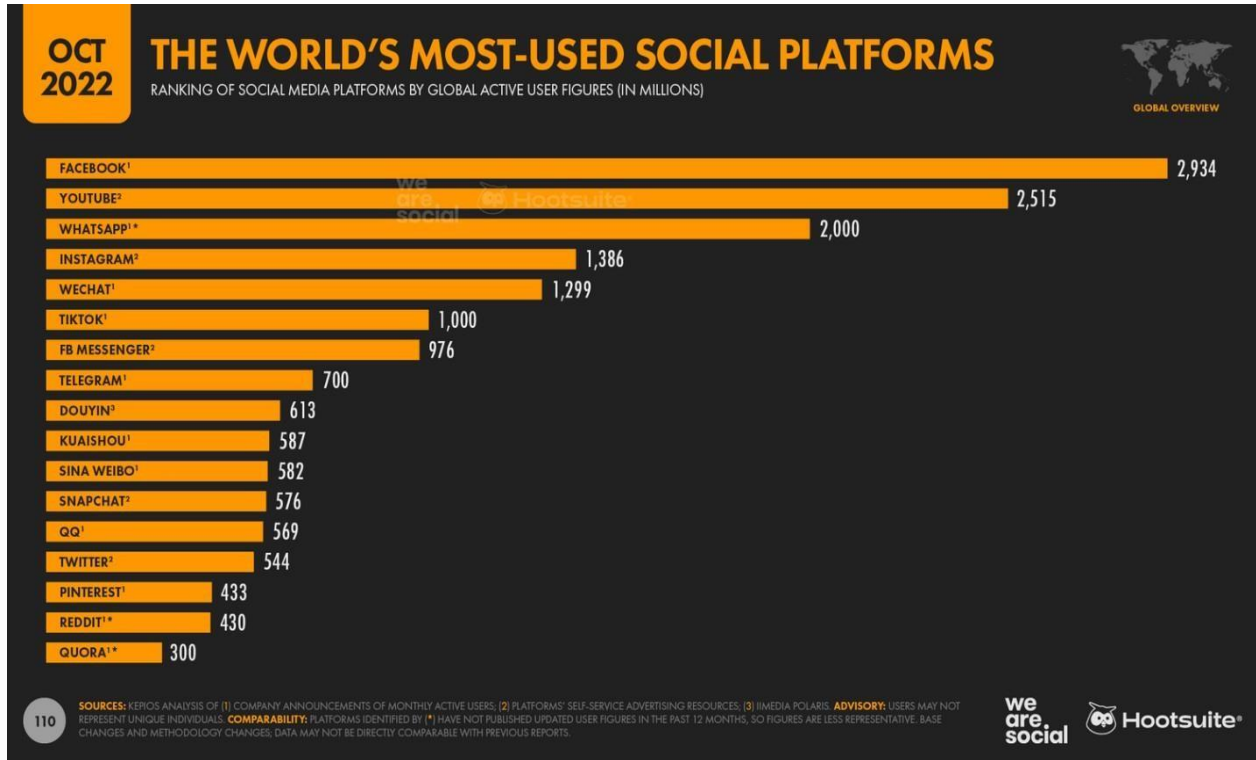
Figure 2: Number of monthly active Facebook users worldwide as of the 3rd quarter of 2022 (in millions).



Source: Number of monthly active Facebook users worldwide as of 3rd quarter 2022 (in millions) (2023, 8 January). <https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/#:~:text=With%20roughly%202.96%20billion%20monthly,used%20online%20social%20network>

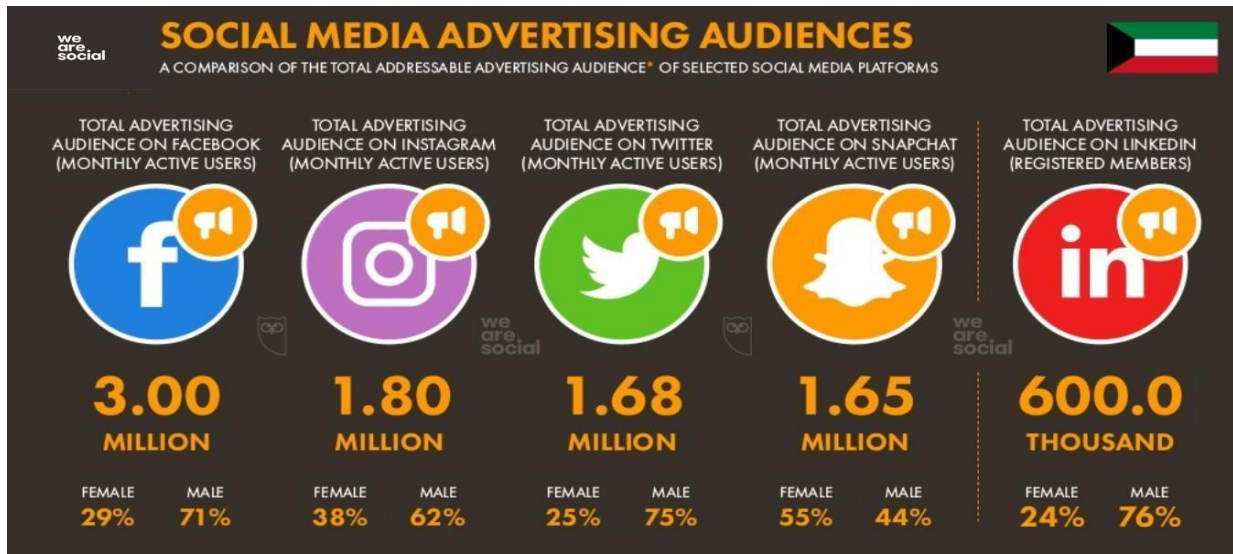
[%20worldwide.](#)

Figure 3: The World’s Most-Used Social Platforms.



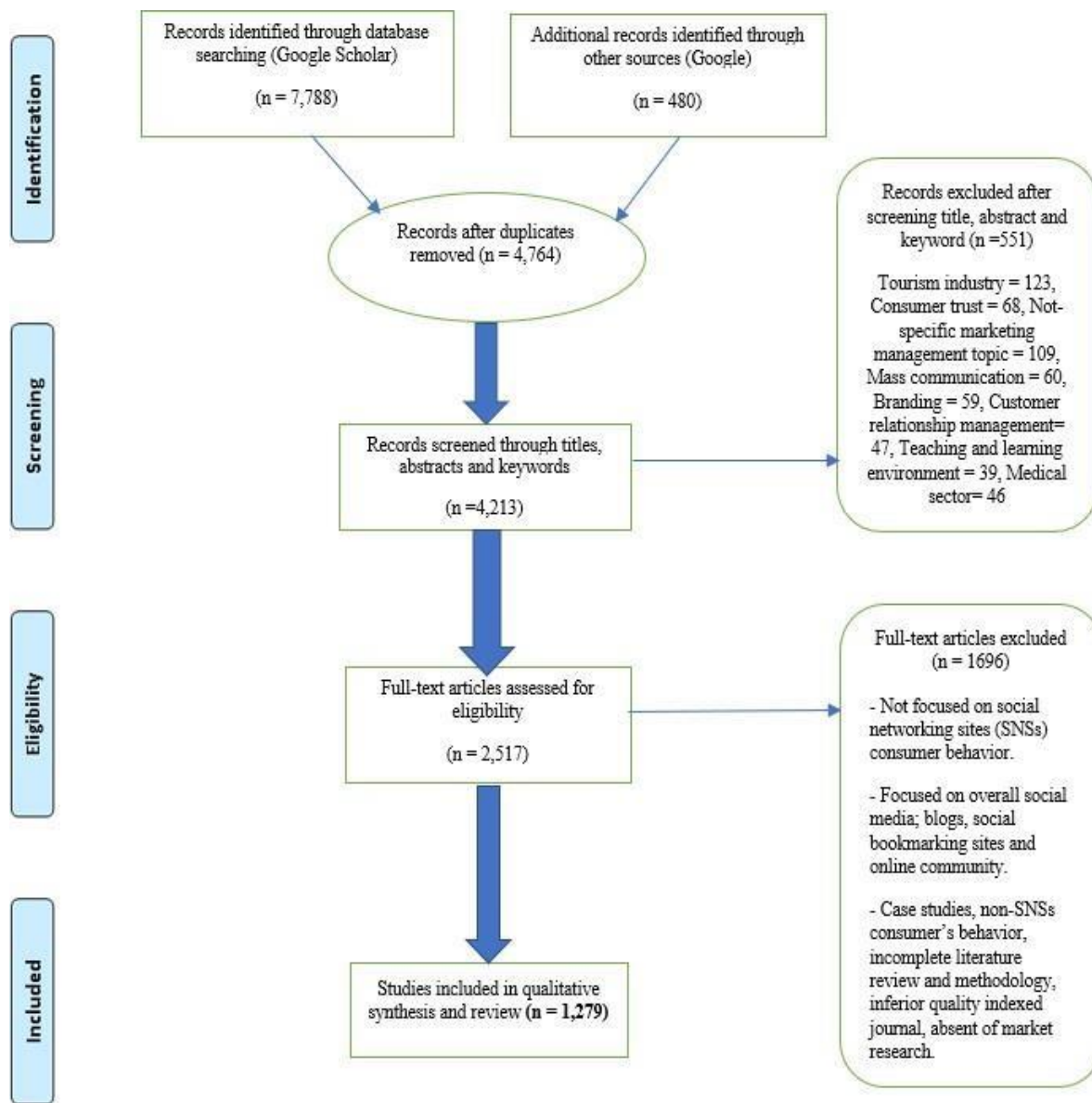
Source: Global Social Media Statistics. <https://datareportal.com/social-media-users#:~:text=Kepios%20analysis%20shows%20that%20there,of%20the%20total%20global%20population.>

Figure 4: Use of Social Media Platforms Advertising Audience.



Source: 160+ Social Media Statistics Marketers Need in 2023. <https://blog.hootsuite.com/social-media-statistics-for-social-media-managers/>. (Hootsuite.com, 2023).

Figure 5: PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) Flow Diagram for Systematic Literature Review.



Source: Adapted from Moher et al. (2009).

Figure 6: The Detailed Statistics of Facebook Business in Bangladesh.



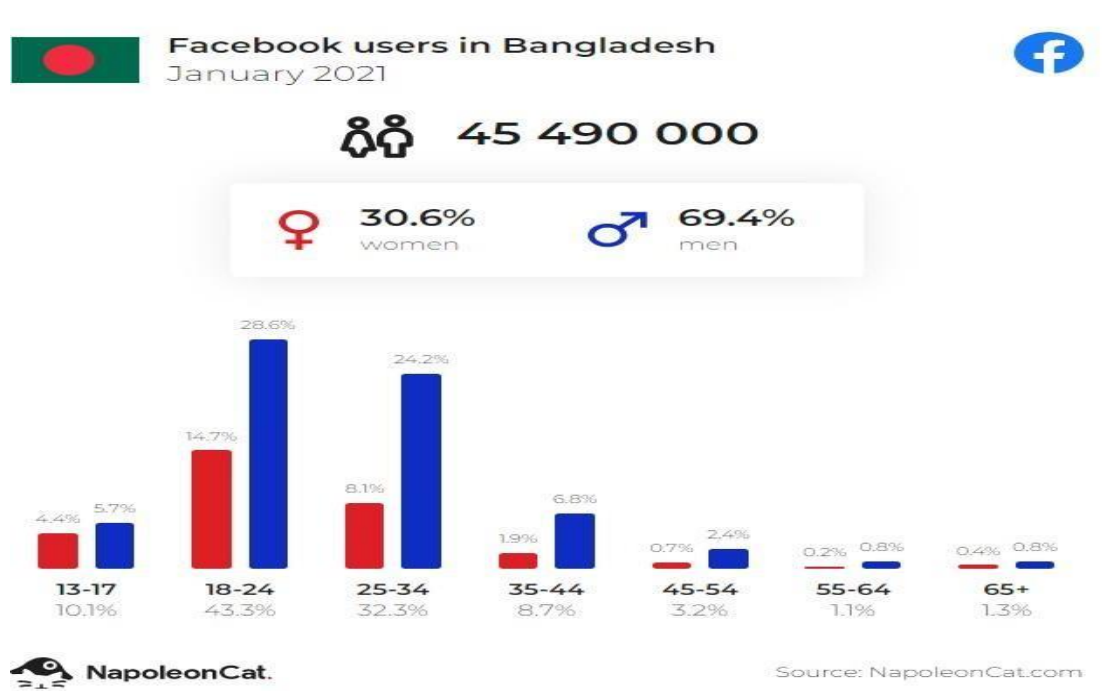
Source: Emergence of F-Commerce Startups: Serving Customers at Their Doorsteps (2021, December27). IDLC Monthly Business Review, <https://idlc.com/mbr/article.php?id=192>.

Figure 7: Social Media Users Statistics in Bangladesh, December 2022. (Statcounter.com, 2023).



Source: Social Media Stats Bangladesh Dec 2021 - Dec 2022 (2023, January, 2023). <https://gs.statcounter.com/social-media-stats/all/bangladesh>.

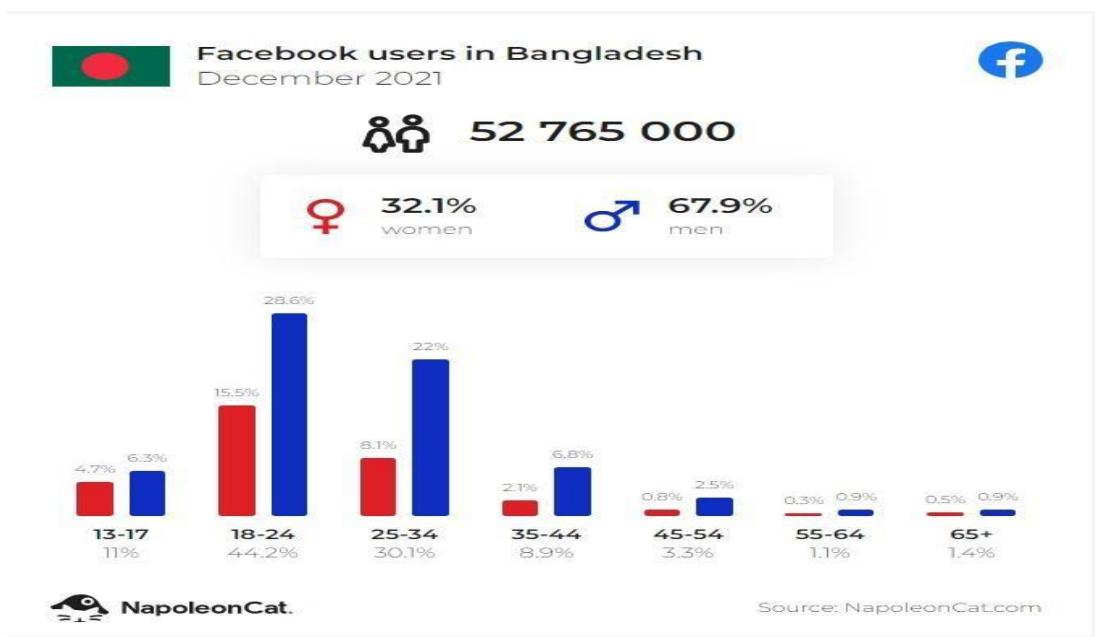
Figure 8: Facebook Users in Bangladesh in January 2021.



Source: NapoleonCat.com (2021, 31 December). Facebook users in Bangladesh: December 2021.

<https://napoleoncat.com/stats/facebook-users-in-bangladesh/2021/01/>

Figure 9: Facebook Users in Bangladesh in December 2021.



Source: NapoleonCat.com (2021, 31 December). Facebook users in Bangladesh: December 2021.

<https://napoleoncat.com/stats/facebook-users-in-bangladesh/2021/01/>

Figure 10: Advantages of Local brands in Bangladesh.



Source: Textiletoday.com (2019). <https://www.textiletoday.com.bd/topics/dtg-2019/>.

Figure 11: Sample size formula for determining the unknown population in quantitative research.

$$\text{Necessary Sample Size} = \frac{(\text{Z-score})^2 \times \text{StdDev} \times (1-\text{StdDev})}{(\text{margin of error})^2}$$

Source: Smith, (2003); Qualtrics.com, (2022).

Table 1: Quality Assessment Checklist.

1	Are the research aims stated clearly?
2	Is the study well specified in achieving these aims?
3	Are the variables considered by the study identified?
4	Is the study discipline stated clearly?
5	Are the data collection methods described adequately?
6	Does the study explain the reliability and validity of the measures?
7	Are they used statistical techniques described adequately?
8	Are the participants' numbers stated clearly?
9	Do the results add to the literature?
10	Does the study add to the knowledge?

Source: Adopted from Al-Qaysi et al. (2020, p.5).

Table 2: Types of social media.

Social Media tool	Description	Examples
Tagging	Social bookmarking sites that enable users to share, organize and search bookmarks of web resources	Delicious, Diigo
Discussion forums	Online discussion sites where users can share information and opinions, in the form of posted messages	Google groups, Yahoo! Groups, Yahoo! Answers
News feed	Data format used for providing users with frequently updated content	RSS
Microblogging	Web platforms where users can send and read very short messages, usually restricted by the number of characters (e.g., Twitter allows 140 characters per message)	Twitter, Tumblr, Buzz
Blogging	Special form of web page publication, consisting on a series of text messages or "posts" displayed in reverse chronological order	LiveJournal, Blogger, Wordpress, Travelblog
Instant messaging	Specific systems that enable synchronous conversations between two or more users	MSN Messenger, Google Talk
Photo-sharing	Online platforms where users can store and share digital photographs	Flickr, Picasa, Instagram, Pinterest
Video-sharing	Online platforms designed to allow individuals to freely upload and share video content	Youtube, Vimeo, Vine
Social Networking sites	Online platforms on which users can find and add friends and contacts, send messages to them, and update personal profiles. Social networking services allow people to share information with their self-identified friends or followers	Facebook, MySpace, Tagged, Google+, BlackPlanet, Tuenti, Hi5, LinkedIn, Xing
Review sites	Websites where users can post reviews and comments about businesses, products, or services	(Tourism) Trip Advisor, Lonely Planet, Booking.com

Source: Adapted from Hansen (2011).

Table 3: The measures of consumer online engagement.

Measures of consumer's online engagement	Explanation
1. Followers	Several users follow the specified companies' Facebook fan pages.
2. Images	Number of images within the post
3. Videos	Number of videos within the post
4. Time	Publication time of the post is considered by business hours (8 am to 6 pm from Sunday to Thursday) and non-business

	hours (12 am to 7 am and 6.01 pm to 11.59 from Sunday; at all hours on Thursday and Friday.
5. Likes	Number of likes that the post has achieved
6. Comments	The number of comments generated by users on the specified brand posts.

Source: Adapted from Sabate et al. (2014)

Table 4: Social Media Metrics to Measure Consumer’s Online Engagement Metrics regarding Facebook advertising.

Activities	Details	Authors and Year
Tag-	Assign content to a person.	Perreault and Mosconi (2018)
Check-In-	Announce and share their arrival at a location.	Perreault and Mosconi (2018)
Pin-	Show interesting content at the top of the page.	Perreault and Mosconi (2018)
Embed-	Incorporate social media content into a blog or website.	Perreault and Mosconi (2018)
Upload Download-	Add content to a social media platform.	Perreault and Mosconi (2018)
Likes on post-	How many likes did the posted picture gain, to show positive feelings about the content?	Lilja (2019); Perreault and Mosconi (2018)
Comments on post-	How many comments did the posted picture receive?	Lilja (2019)
Profile visits-	How many profile visits were gained through the picture posted?	Lilja (2019)
Website clicks or clicks-	How many clicks to the website were gained by the posted picture and hyperlinked content?	Lilja (2019); Perreault and Mosconi (2018)
Engagement-	The total number of unique visitors that acted on the picture posted via comments, likes, or saves of the picture	Lilja (2019)
Impressions or views-	The total number of times the post was seen on Instagram	Lilja (2019); Perreault and Mosconi (2018)
Reach or visits-	The total number of unique visitors the post reached out to	Lilja (2019); Perreault and Mosconi (2018)
Share-	The total amount times the picture was shared and the number of distributions.	Lilja (2019); Perreault and Mosconi (2018)
Interaction-	How many replies or clicks on external links did the story receive	Lilja (2019)
Discovery	How many accounts did the story reach?	Lilja (2019)
Impressions	How many times was the story watched	Lilja (2019)
Back-	How many times have users go back to your story slide after exiting it ones	Lilja (2019)

Forwards-	How many times a slide was jumped ahead of	Lilja (2019)
Next story-	How many times a story was skipped to another user's story	Lilja (2019)
Exit-	The total amount of people who stopped viewing stories altogether	Lilja (2019)
Navigation-	The total movement back, forwards, next story, and exits from the story.	Lilja (2019)

Source: Lilja (2019).

Table 5: Common method of data collection.

	Positivism	Interpretivism	Pragmatism
A common method of data collection	Highly structured	Small samples, in-depth investigations	Mixed or multiple-method designs
	Large samples	Qualitative	Quantitative and qualitative

Source: Adapted from Saunders, Lewis, and Thornhill (2012).

Table 6: Research Strategies linked with Research Approaches

Research Approach	Research Strategy
Quantitative	Experiment
	Survey
Mixed	Archival Research
	Case Studies
Qualitative	Ethnography
	Action Research
	Grounded Theory
	Narrative Enquiry

Source: Erkan (2016) and Saunders et al., (2012).

Table 7: The Z-scores with the most common confidence levels

90%	Z score	1.645
95%	Z score	1.96
98%	Z score	2.576

Source: Johanson and Brooks, (2010); Hertzog, (2008).

Table 8: Sample size selection based on the number of constructs and items.

Minimum Sample Size	Number of Constructs	Number of Items
100	Five or fewer constructs	More than three items
150-300	Seven or fewer constructs	Not important
500	A large number of constructs	Less than three observed measures

Source: Tiruwa, (2019), adapted from Hair et al., (2014).

Table 9: Cronbach's Alpha Coefficient Range

Alpha Coefficient Range	Indication
0.0 – 0.6	Poor
0.6 – 0.7	Moderate
0.7 – 0.8	Good
0.8 – 0.9	Very Good
0.9 – 1.0	Excellent

Source: Hair et al., (2010); referred by Zhung, (2017).

Table 10: Ethical concerns must be maintained by the researchers.

	Ethical concerns
1.	The rights of the participants should be protected
2.	Sponsors of the research should be informed
3.	The research should be designed based on ethical standards
4.	The safety of the research team members should be provided
5.	The designed research should be followed

Source: Cooper and Schindler (2014) referred by Erkan (2017, pg.102)).

APPENDIX C

Few Selected Facebook Brand Pages for the Study



Image 1: Facebook brand page (FBP) of Nabarupa Fashion House (selected FBP for fashion products in Bangladesh) (<https://www.facebook.com/search/top?q=nabarupa>)


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February 5 at 12:07 AM · 🌐

📍 Faigun & Valentine Collection 📍

🦋 To Get Budget Friendly, Exclusive & Latest Designed of Jewellery, Please Take a Look of Our Post. 100% sure You will Fall in Love for Jewellery 🦋

💰 PRICE IS GIVEN IN THE PICTURE DESCRIPTION. 💰

💙💜 To Confirm Order Please Inbox Us. 💙💜



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Interest

📧 Send Message

👍👎👤 Munia Yousuf and 675 others 17 Comments 47 Shares

👍 Like 💬 Comment ➦ Share

Most Relevant ▾

Write a comment...

👤 Shaheed Anupama
Inbox check koren
Like · Reply · 1w

👤 Author
HUTUM CRAFT
Shaheed Anupama sorry for late reply & inconvenience
Like · Reply · Message · 1w

Image 2: Facebook brand page (FBP) of Hutum Craft (selected FBP for fashion products in Bangladesh) (<https://www.facebook.com/hutum77/>)



Image 3: Facebook brand page (FBP) of Wedding Chronicle (selected FBP for photography services in Bangladesh) (<https://www.facebook.com/weddingchroniclebd>)

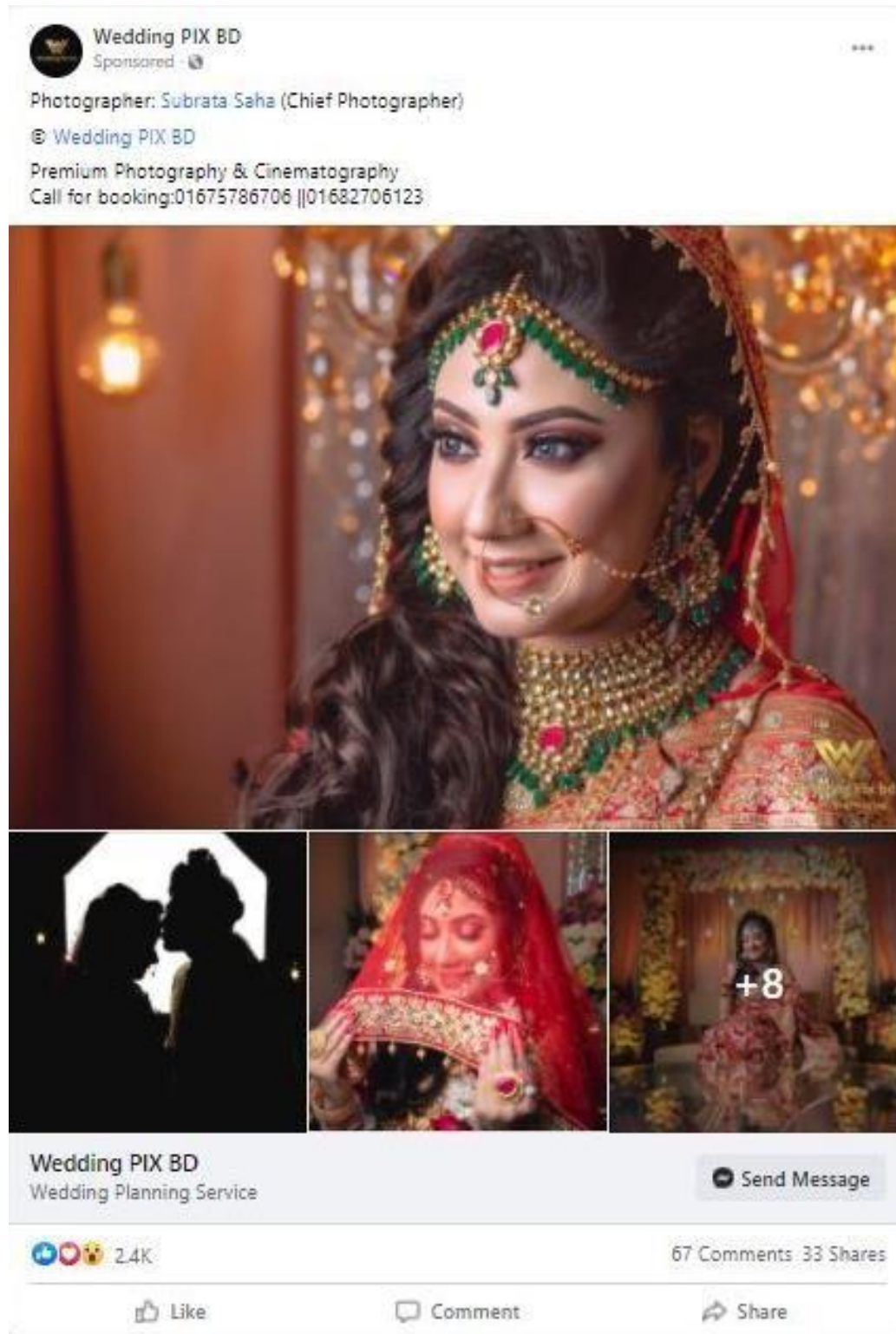


Image 4: Facebook brand page (FBP) of Wedding PIX BD (selected FBP for photography services in Bangladesh) (<https://www.facebook.com/weddingpixbd>)



Image 5: Facebook brand page (FBP) of Creative Wedding Planner and Event Management (selected FBP for event management services in Bangladesh) (<https://www.facebook.com/groups/1826940640853178>)

734,057 people follow this
 637 people checked in here
<http://www.shahjahanevents.com/>
 01730-710493
 Send message
 Price range - \$\$\$\$
 shahjahanevents@gmail.com
 Closed now
 11:00 AM - 7:00 PM
 Wedding Planning Service

Suggest Edits
 Does this place offer in-store pickup?
 Yes Unsure No

Photos [See all](#)

Videos [See all](#)

Wedding Ceremony of Afsana & Abrar It's just not an occ...
 140

Album Holud Ceremony of Sinthia & Navid

Shahjahan Wedding Planner & Event Management Ltd
 September 25, 2022

Holud Ceremony of Sinthia & Navid

One of the most magical moments in planning a wedding is taking the time to find your own personal style and our team is dedicated to provide excellent service to our clients, where they will find their own touch in our creative style. This unique themed 'Haldi' decor is inspired by the famous 'Atlantis, The Palm' resort and hotel Dubai. So now you can make your dream wedding come true!

Ideation Strategist: S M Ikram Milon, Managing Directo... See more

Farhana Rachi, Amina Akhter Asha and 3K others
 11 comments · 39 shares

Like Comment Share

Write a comment...

Secret Garden Event Spaces · Follow
 Great venue + amazing decoration!
 Like Reply 14w

View 3 more comments

Image 6: Facebook brand page (FBP) of Shajahan Wedding Planner and Event Management Ltd. (selected FBP for event management services in Bangladesh) (<https://www.facebook.com/shahjahan.events>)